



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

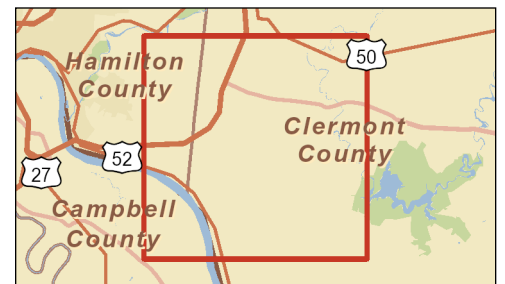
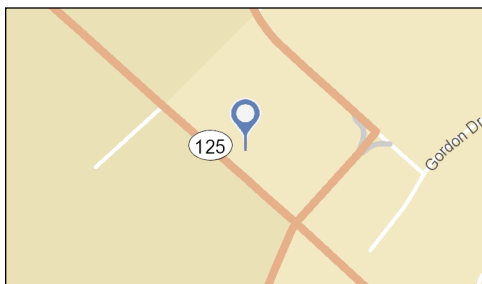
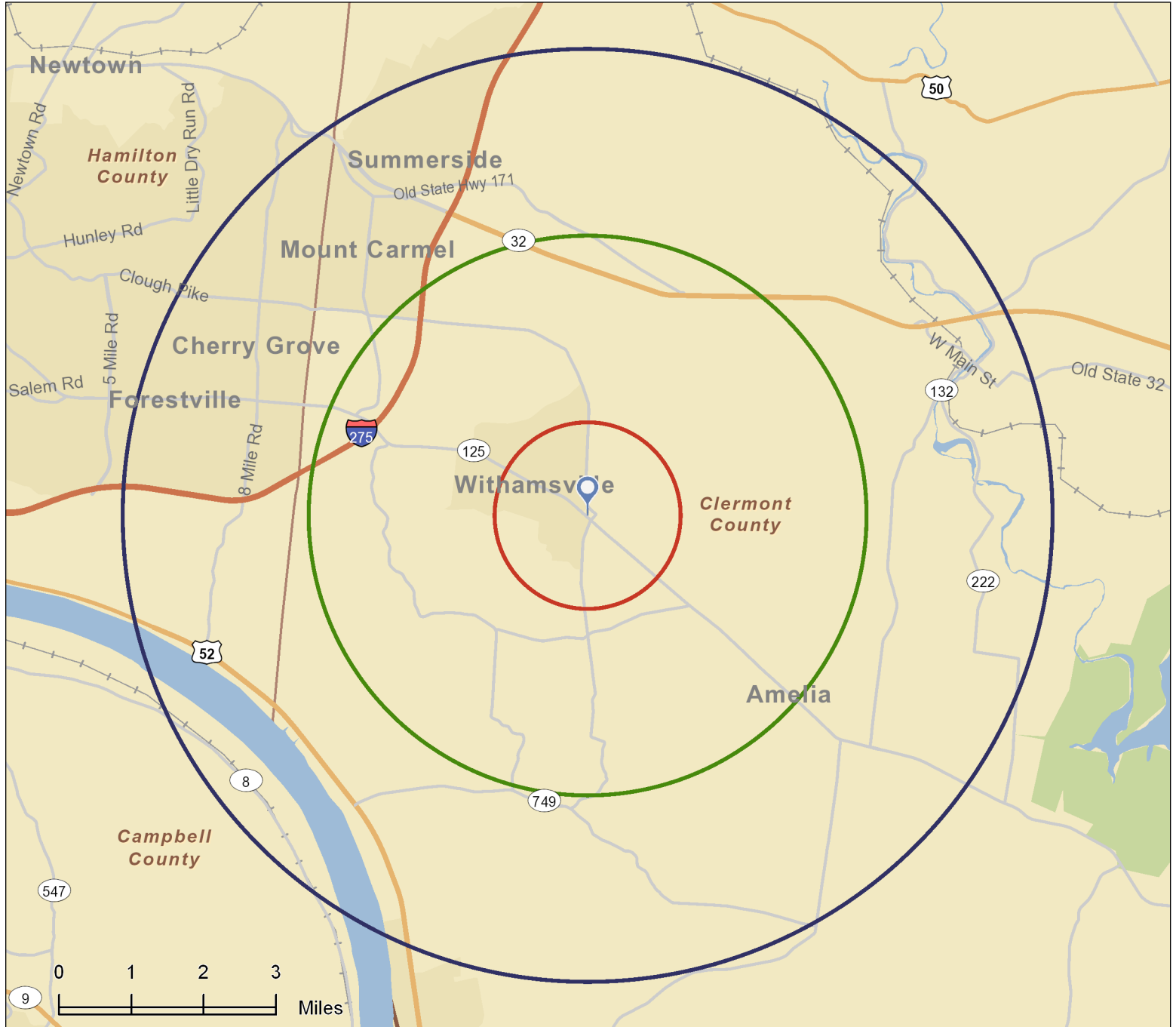
## Site Map

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546

Longitude: -84.25645



March 27, 2012

Made with Esri Business Analyst



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## Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,562	33,122	81,280
2000 Group Quarters	0	192	553
2010 Total Population	3,924	39,685	91,686
2015 Total Population	4,090	42,362	96,178
2010-2015 Annual Rate	0.83%	1.31%	0.96%
<b>Household Summary</b>			
2000 Households	1,404	13,347	31,419
2000 Average Household Size	2.54	2.47	2.57
2010 Households	1,666	16,238	35,965
2010 Average Household Size	2.36	2.43	2.53
2015 Households	1,751	17,408	37,890
2015 Average Household Size	2.34	2.42	2.52
2010-2015 Annual Rate	1.00%	1.40%	1.05%
2000 Families	1,008	9,193	22,374
2000 Average Family Size	3.03	2.97	3.06
2010 Families	1,179	10,951	25,082
2010 Average Family Size	2.81	2.94	3.03
2015 Families	1,229	11,639	26,212
2015 Average Family Size	2.79	2.94	3.03
2010-2015 Annual Rate	0.83%	1.23%	0.89%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,445	14,083	32,937
Owner Occupied Housing Units	68.1%	60.5%	64.9%
Renter Occupied Housing Units	28.6%	34.4%	30.5%
Vacant Housing Units	3.4%	5.1%	4.5%
2010 Housing Units	1,768	17,603	38,737
Owner Occupied Housing Units	66.6%	58.1%	61.8%
Renter Occupied Housing Units	27.6%	34.1%	31.0%
Vacant Housing Units	5.8%	7.8%	7.2%
2015 Housing Units	1,889	19,177	41,353
Owner Occupied Housing Units	65.7%	57.4%	61.0%
Renter Occupied Housing Units	27.0%	33.3%	30.7%
Vacant Housing Units	7.3%	9.2%	8.4%
<b>Median Household Income</b>			
2000	\$54,114	\$51,266	\$51,268
2010	\$66,129	\$64,953	\$65,442
2015	\$75,041	\$73,258	\$73,946
<b>Median Home Value</b>			
2000	\$128,821	\$125,219	\$125,811
2010	\$160,877	\$156,668	\$152,257
2015	\$178,827	\$173,677	\$167,610
<b>Per Capita Income</b>			
2000	\$26,018	\$24,030	\$24,020
2010	\$30,039	\$30,108	\$30,291
2015	\$33,737	\$33,638	\$33,663
<b>Median Age</b>			
2000	35.3	33.4	34.2
2010	35.7	34.4	35.5
2015	35.8	34.6	35.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	1,374	13,290	31,320
<\$15,000	8.0%	10.2%	10.5%
\$15,000 - \$24,999	10.5%	9.8%	9.8%
\$25,000 - \$34,999	9.8%	11.9%	11.8%
\$35,000 - \$49,999	17.5%	16.4%	16.3%
\$50,000 - \$74,999	23.9%	25.5%	24.0%
\$75,000 - \$99,999	15.5%	14.3%	14.1%
\$100,000 - \$149,999	10.6%	8.5%	9.4%
\$150,000 - \$199,999	1.5%	1.6%	2.2%
\$200,000+	2.8%	1.8%	1.9%
Average Household Income	\$67,753	\$60,200	\$62,051
<b>2010 Households by Income</b>			
Household Income Base	1,665	16,240	35,966
<\$15,000	6.3%	7.3%	7.5%
\$15,000 - \$24,999	5.8%	5.9%	6.2%
\$25,000 - \$34,999	6.8%	8.5%	7.6%
\$35,000 - \$49,999	15.6%	13.0%	13.3%
\$50,000 - \$74,999	23.7%	24.5%	23.4%
\$75,000 - \$99,999	21.2%	20.5%	20.0%
\$100,000 - \$149,999	15.7%	14.7%	15.5%
\$150,000 - \$199,999	2.3%	3.1%	3.7%
\$200,000+	2.6%	2.4%	2.9%
Average Household Income	\$76,466	\$74,169	\$77,114
<b>2015 Households by Income</b>			
Household Income Base	1,752	17,412	37,889
<\$15,000	5.3%	6.2%	6.4%
\$15,000 - \$24,999	4.3%	4.5%	4.7%
\$25,000 - \$34,999	4.7%	6.0%	5.4%
\$35,000 - \$49,999	11.2%	9.7%	9.8%
\$50,000 - \$74,999	24.5%	24.9%	24.5%
\$75,000 - \$99,999	22.5%	21.8%	20.7%
\$100,000 - \$149,999	21.3%	20.0%	20.5%
\$150,000 - \$199,999	3.0%	4.0%	4.7%
\$200,000+	3.3%	2.9%	3.4%
Average Household Income	\$85,262	\$82,498	\$85,344
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,035	8,502	21,369
<\$50,000	1.9%	1.2%	2.4%
\$50,000 - \$99,999	23.8%	27.2%	26.3%
\$100,000 - \$149,999	40.1%	40.2%	38.7%
\$150,000 - \$199,999	28.8%	18.0%	18.2%
\$200,000 - \$299,999	4.2%	9.0%	10.2%
\$300,000 - \$499,999	1.3%	3.5%	3.1%
\$500,000 - \$999,999	0.0%	0.8%	1.0%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$135,908	\$144,088	\$145,121
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	366	4,816	9,921
With Cash Rent	97.3%	98.4%	97.7%
No Cash Rent	2.7%	1.6%	2.3%
Median Rent	\$445	\$487	\$501
Average Rent	\$475	\$500	\$524

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
Total	3,562	33,123	81,279
0 - 4	7.9%	8.3%	8.0%
5 - 9	7.4%	7.2%	7.7%
10 - 14	6.6%	6.4%	7.4%
15 - 24	12.8%	13.9%	13.2%
25 - 34	14.7%	17.0%	15.1%
35 - 44	18.2%	16.9%	17.1%
45 - 54	14.9%	13.6%	13.9%
55 - 64	8.1%	7.9%	8.0%
65 - 74	5.2%	5.1%	5.4%
75 - 84	3.4%	3.0%	3.3%
85 +	0.8%	0.8%	1.0%
18 +	73.8%	74.3%	72.8%
<b>2010 Population by Age</b>			
Total	3,923	39,688	91,689
0 - 4	7.7%	8.1%	7.8%
5 - 9	7.6%	7.3%	7.3%
10 - 14	7.2%	6.8%	7.0%
15 - 24	11.6%	12.7%	12.7%
25 - 34	14.8%	16.1%	14.5%
35 - 44	14.2%	14.5%	14.2%
45 - 54	15.7%	14.2%	14.8%
55 - 64	11.0%	10.4%	11.0%
65 - 74	5.8%	5.6%	5.9%
75 - 84	3.2%	3.1%	3.4%
85 +	1.2%	1.1%	1.4%
18 +	73.4%	74.2%	73.9%
<b>2015 Population by Age</b>			
Total	4,093	42,360	96,175
0 - 4	7.5%	8.1%	7.7%
5 - 9	7.6%	7.3%	7.2%
10 - 14	7.2%	6.9%	7.2%
15 - 24	12.2%	13.1%	12.8%
25 - 34	14.2%	15.3%	14.0%
35 - 44	14.3%	14.3%	13.9%
45 - 54	13.9%	13.4%	13.6%
55 - 64	11.7%	10.7%	11.6%
65 - 74	6.8%	6.8%	7.3%
75 - 84	3.3%	3.1%	3.4%
85 +	1.1%	1.2%	1.4%
18 +	73.4%	74.0%	73.9%
<b>2000 Population by Sex</b>			
Males	49.4%	49.0%	48.7%
Females	50.6%	51.0%	51.3%
<b>2010 Population by Sex</b>			
Males	49.3%	48.9%	48.5%
Females	50.7%	51.1%	51.5%
<b>2015 Population by Sex</b>			
Males	49.3%	48.8%	48.4%
Females	50.7%	51.2%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Race/Ethnicity</b>			
Total	3,562	33,122	81,281
White Alone	97.2%	96.4%	96.4%
Black Alone	0.8%	0.9%	1.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	0.8%	1.2%	1.3%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.8%	0.9%	0.9%
Hispanic Origin	0.8%	1.1%	1.0%
Diversity Index	7.0	8.9	9.0
<b>2010 Population by Race/Ethnicity</b>			
Total	3,924	39,684	91,687
White Alone	95.9%	95.0%	94.9%
Black Alone	1.2%	1.4%	1.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.1%	1.7%	1.7%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	1.1%	1.3%	1.3%
Hispanic Origin	1.2%	1.7%	1.7%
Diversity Index	10.2	12.7	12.8
<b>2015 Population by Race/Ethnicity</b>			
Total	4,089	42,362	96,177
White Alone	95.3%	94.3%	94.2%
Black Alone	1.5%	1.6%	1.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.3%	1.9%	1.9%
Some Other Race Alone	0.4%	0.6%	0.6%
Two or More Races	1.3%	1.4%	1.5%
Hispanic Origin	1.5%	2.0%	2.1%
Diversity Index	11.8	14.6	14.7
<b>2000 Population 3+ by School Enrollment</b>			
Total	3,409	31,630	77,188
Enrolled in Nursery/Preschool	2.8%	2.8%	2.5%
Enrolled in Kindergarten	0.9%	0.9%	1.3%
Enrolled in Grade 1-8	12.5%	12.0%	13.1%
Enrolled in Grade 9-12	6.2%	5.5%	6.0%
Enrolled in College	4.1%	4.2%	3.7%
Enrolled in Grad/Prof School	0.7%	0.8%	0.8%
Not Enrolled in School	72.8%	73.8%	72.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	2,585	25,818	59,751
Less Than 9th Grade	2.7%	2.4%	2.4%
9th to 12th Grade, No Diploma	6.1%	7.1%	6.8%
High School Graduate	29.8%	30.2%	30.3%
Some College, No Degree	22.0%	22.6%	21.0%
Associate Degree	10.7%	10.4%	9.7%
Bachelor's Degree	19.6%	18.1%	19.7%
Graduate/Professional Degree	9.0%	9.2%	10.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>			
Total	3,039	30,877	71,402
Never Married	24.9%	26.6%	25.6%
Married	60.8%	57.3%	57.8%
Widowed	4.8%	4.8%	5.3%
Divorced	9.5%	11.3%	11.3%
<b>2000 Population 16+ by Employment Status</b>			
Total	2,730	25,421	61,198
In Labor Force	72.1%	74.8%	72.1%
Civilian Employed	69.7%	72.7%	69.7%
Civilian Unemployed	2.5%	2.1%	2.4%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	27.9%	25.2%	27.9%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.8%	89.8%	89.3%
Civilian Unemployed	11.2%	10.2%	10.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.9%	91.7%	91.2%
Civilian Unemployed	9.1%	8.3%	8.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	1,387	13,166	31,880
Own Children < 6 Only	7.9%	10.3%	9.6%
Employed/in Armed Forces	5.2%	6.9%	6.4%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	2.7%	3.1%	3.0%
Own Children <6 and 6-17 Only	5.3%	6.4%	6.8%
Employed/in Armed Forces	2.3%	3.9%	4.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.0%	2.4%	2.7%
Own Children 6-17 Only	19.4%	17.3%	19.3%
Employed/in Armed Forces	15.6%	13.8%	14.6%
Unemployed	0.2%	0.3%	0.4%
Not in Labor Force	3.5%	3.2%	4.3%
No Own Children < 18	67.4%	65.9%	64.3%
Employed/in Armed Forces	39.4%	41.5%	37.2%
Unemployed	2.3%	1.1%	1.4%
Not in Labor Force	25.7%	23.3%	25.6%
<b>2010 Employed Population 16+ by Industry</b>			
Total	1,912	20,142	45,082
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.5%	6.1%	5.7%
Manufacturing	12.6%	11.3%	11.0%
Wholesale Trade	2.8%	3.3%	3.7%
Retail Trade	13.1%	13.2%	13.2%
Transportation/Utilities	6.0%	4.4%	4.3%
Information	2.9%	1.9%	1.8%
Finance/Insurance/Real Estate	7.7%	7.2%	7.6%
Services	46.1%	49.4%	49.3%
Public Administration	2.4%	3.1%	3.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	1,912	20,143	45,084
White Collar	64.7%	65.2%	66.2%
Management/Business/Financial	14.2%	15.6%	16.6%
Professional	18.5%	22.2%	22.6%
Sales	13.5%	12.2%	12.3%
Administrative Support	18.5%	15.3%	14.7%
Services	14.6%	15.5%	15.3%
Blue Collar	20.6%	19.3%	18.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.3%	4.1%	4.0%
Installation/Maintenance/Repair	3.5%	4.4%	3.9%
Production	5.6%	5.7%	5.6%
Transportation/Material Moving	6.2%	5.1%	4.8%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	1,865	18,078	41,717
Drove Alone - Car, Truck, or Van	84.9%	85.7%	84.6%
Carpooled - Car, Truck, or Van	10.5%	9.5%	9.6%
Public Transportation	0.9%	1.4%	1.7%
Walked	0.0%	0.7%	1.0%
Other Means	0.3%	0.5%	0.5%
Worked at Home	3.4%	2.2%	2.6%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	1,865	18,080	41,716
Did not Work at Home	96.6%	97.8%	97.4%
Less than 5 minutes	2.5%	1.8%	2.0%
5 to 9 minutes	8.0%	8.5%	8.7%
10 to 19 minutes	23.4%	24.5%	23.6%
20 to 24 minutes	10.7%	11.3%	12.5%
25 to 34 minutes	25.3%	27.7%	28.0%
35 to 44 minutes	16.4%	11.3%	10.7%
45 to 59 minutes	8.6%	9.0%	8.1%
60 to 89 minutes	1.3%	2.6%	2.5%
90 or more minutes	0.4%	1.1%	1.3%
Worked at Home	3.4%	2.2%	2.6%
Average Travel Time to Work (in min)	25.2	26.1	25.9
<b>2000 Households by Vehicles Available</b>			
Total	1,401	13,356	31,398
None	5.1%	4.5%	5.4%
1	20.2%	29.0%	27.9%
2	48.7%	46.5%	46.6%
3	20.2%	14.9%	14.6%
4	5.1%	4.0%	4.1%
5+	0.7%	1.1%	1.4%
Average Number of Vehicles Available	2.0	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Type</b>			
Total	1,403	13,348	31,418
Family Households	71.8%	68.9%	71.2%
Married-couple Family	60.2%	55.7%	57.5%
With Related Children	30.7%	27.2%	29.2%
Other Family (No Spouse)	11.5%	13.2%	13.7%
With Related Children	7.1%	9.0%	9.4%
Nonfamily Households	28.2%	31.1%	28.8%
Householder Living Alone	23.8%	24.9%	23.6%
Householder Not Living Alone	4.4%	6.3%	5.2%
Households with Related Children	37.7%	36.3%	38.7%
Households with Persons 65+	17.7%	15.4%	18.0%
<b>2000 Households by Size</b>			
Total	1,404	13,347	31,419
1 Person Household	23.8%	24.9%	23.6%
2 Person Household	33.3%	34.2%	33.0%
3 Person Household	18.1%	18.3%	18.2%
4 Person Household	16.3%	14.9%	16.1%
5 Person Household	5.4%	5.5%	6.4%
6 Person Household	2.5%	1.8%	2.0%
7 + Person Household	0.6%	0.5%	0.6%
<b>2000 Households by Year Householder Moved In</b>			
Total	1,401	13,357	31,398
Moved in 1999 to March 2000	18.9%	25.7%	22.1%
Moved in 1995 to 1998	30.9%	32.6%	31.6%
Moved in 1990 to 1994	17.4%	16.0%	16.9%
Moved in 1980 to 1989	16.2%	11.1%	13.6%
Moved in 1970 to 1979	6.6%	7.3%	8.9%
Moved in 1969 or Earlier	9.9%	7.3%	6.8%
Median Year Householder Moved In	1995	1996	1995
<b>2000 Housing Units by Units in Structure</b>			
Total	1,446	14,110	32,901
1, Detached	74.5%	58.8%	63.4%
1, Attached	1.0%	5.8%	6.0%
2	0.6%	0.5%	0.6%
3 or 4	0.9%	3.1%	2.5%
5 to 9	4.8%	10.1%	8.3%
10 to 19	15.1%	15.0%	10.9%
20 +	3.0%	6.4%	7.0%
Mobile Home	0.0%	0.3%	1.3%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	1,446	14,108	32,903
1999 to March 2000	1.0%	3.0%	2.2%
1995 to 1998	6.8%	12.5%	10.1%
1990 to 1994	16.7%	14.6%	12.8%
1980 to 1989	16.7%	20.3%	19.2%
1970 to 1979	18.7%	23.4%	24.5%
1969 or Earlier	40.1%	26.2%	31.2%
Median Year Structure Built	1975	1980	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1. Sophisticated Squires	Up and Coming Families	Up and Coming Families	
2. Up and Coming Families	Enterprising Professionals	Aspiring Young Families	
3. Old and Newcomers	Old and Newcomers	Enterprising Professionals	
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,057,055	\$29,579,340	\$67,604,756
Average Spent	\$1,835.04	\$1,821.63	\$1,879.73
Spending Potential Index	77	76	79
Computers & Accessories: Total \$	\$411,342	\$3,952,966	\$9,002,163
Average Spent	\$246.91	\$243.44	\$250.30
Spending Potential Index	112	111	114
Education: Total \$	\$2,283,650	\$21,670,480	\$50,223,967
Average Spent	\$1,370.79	\$1,334.57	\$1,396.46
Spending Potential Index	112	109	114
Entertainment/Recreation: Total \$	\$6,052,450	\$56,562,220	\$130,423,160
Average Spent	\$3,633.07	\$3,483.36	\$3,626.38
Spending Potential Index	113	108	112
Food at Home: Total \$	\$8,021,869	\$76,564,093	\$175,216,904
Average Spent	\$4,815.24	\$4,715.17	\$4,871.85
Spending Potential Index	108	105	109
Food Away from Home: Total \$	\$5,893,270	\$56,894,042	\$129,905,312
Average Spent	\$3,537.52	\$3,503.79	\$3,611.98
Spending Potential Index	110	109	112
Health Care: Total \$	\$6,632,124	\$60,413,834	\$140,610,075
Average Spent	\$3,981.03	\$3,720.56	\$3,909.62
Spending Potential Index	107	100	105
HH Furnishings & Equipment: Total \$	\$3,355,205	\$31,458,318	\$72,628,188
Average Spent	\$2,014.01	\$1,937.35	\$2,019.40
Spending Potential Index	98	94	98
Investments: Total \$	\$3,093,845	\$26,848,994	\$63,471,130
Average Spent	\$1,857.12	\$1,653.48	\$1,764.80
Spending Potential Index	107	95	101
Retail Goods: Total \$	\$43,618,790	\$409,677,623	\$942,731,618
Average Spent	\$26,182.79	\$25,229.81	\$26,212.36
Spending Potential Index	105	101	105
Shelter: Total \$	\$29,215,202	\$280,331,834	\$644,412,078
Average Spent	\$17,536.84	\$17,264.11	\$17,917.68
Spending Potential Index	111	109	113
TV/Video/Audio: Total \$	\$2,240,371	\$21,536,290	\$49,163,693
Average Spent	\$1,344.81	\$1,326.30	\$1,366.98
Spending Potential Index	108	107	110
Travel: Total \$	\$3,524,339	\$32,651,012	\$76,143,469
Average Spent	\$2,115.53	\$2,010.80	\$2,117.15
Spending Potential Index	112	106	112
Vehicle Maintenance & Repairs: Total \$	\$1,722,302	\$16,316,446	\$37,475,723
Average Spent	\$1,033.84	\$1,004.84	\$1,042.00
Spending Potential Index	110	107	111

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

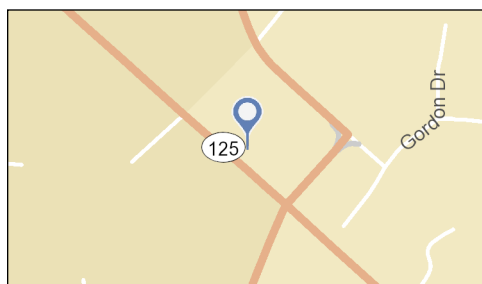
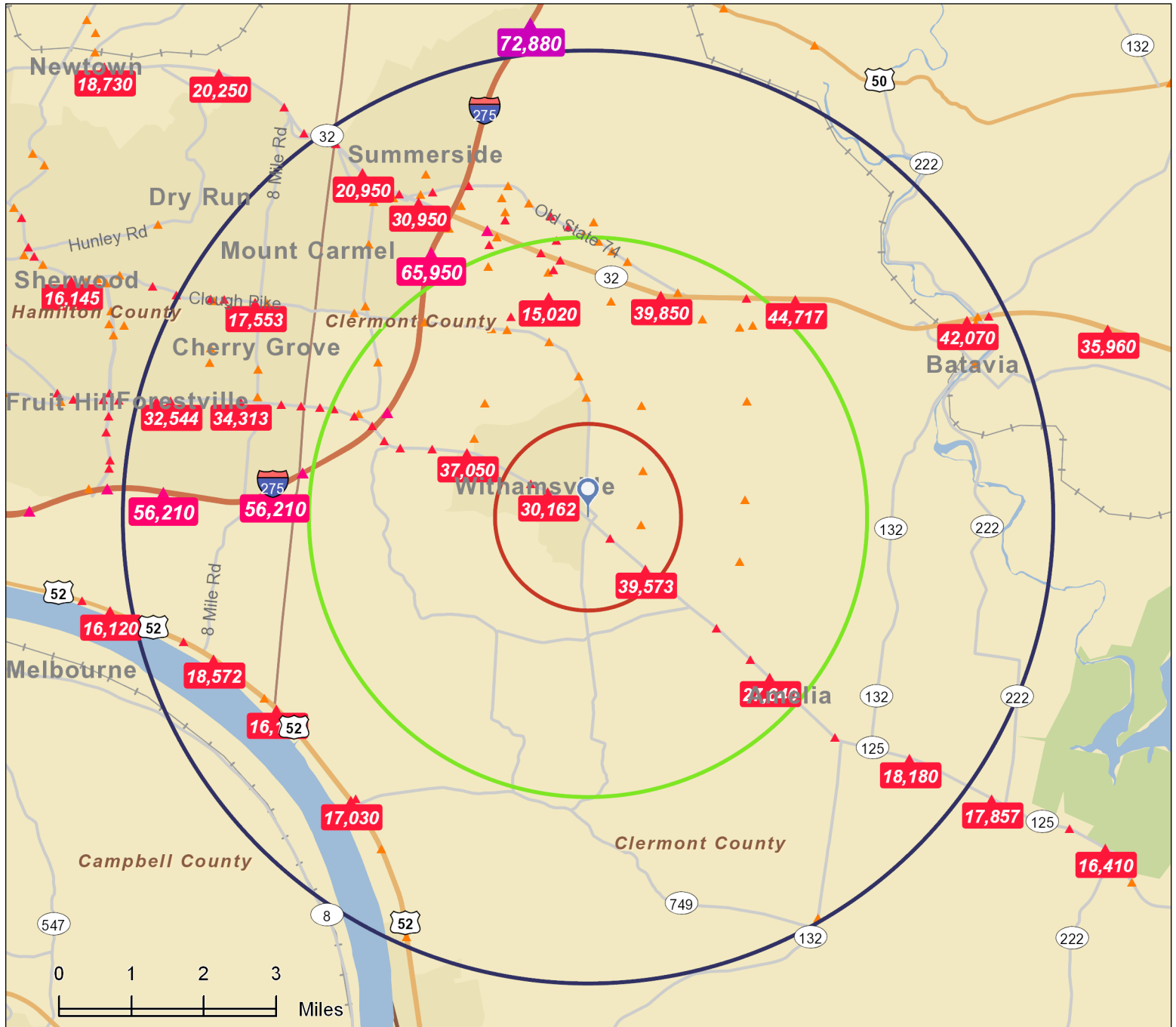
## Traffic Count Map

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1, 3, 5 Miles

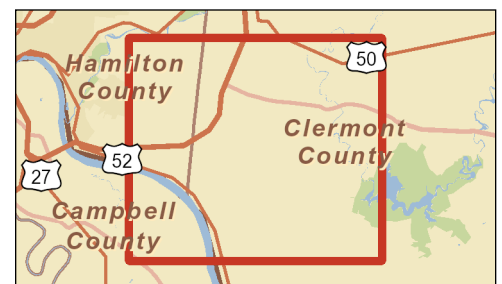
[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546

Longitude: -84.25645



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



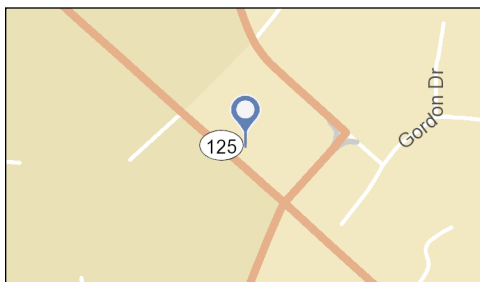
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map - Close Up

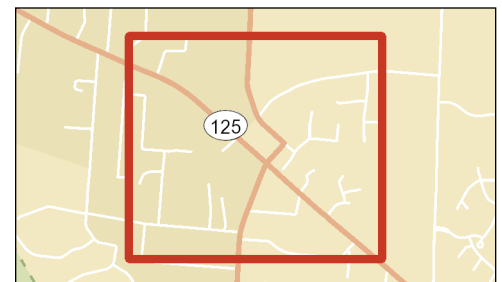
Withamsville Area  
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**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
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▲ 50,001 - 100,000  
▲ More than 100,000 per day



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March 27, 2012



# Business Summary

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Rings: 1, 3, 5 miles radii

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Latitude: 39.0546  
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Data for all businesses in area			1 mile		3 miles				5 miles			
Total Businesses:			234		1,087				2,972			
Total Employees:			3,222		13,837				33,336			
Total Residential Population:			3,924		39,685				91,686			
Employee/Residential Population Ratio:			0.82		0.35				0.36			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	4.1%	42	1.3%	32	3.0%	117	0.8%	85	2.8%	444	1.3%
Construction	31	13.4%	297	9.2%	113	10.4%	587	4.2%	302	10.2%	1,295	3.9%
Manufacturing	24	10.2%	1,138	35.3%	47	4.3%	1,728	12.5%	110	3.7%	2,620	7.9%
Transportation	4	1.7%	5	0.2%	26	2.4%	667	4.8%	71	2.4%	1,136	3.4%
Communication	0	0.0%	0	0.0%	2	0.2%	3	0.0%	18	0.6%	47	0.1%
Utility	0	0.0%	0	0.0%	1	0.1%	56	0.4%	5	0.2%	103	0.3%
Wholesale Trade	17	7.2%	88	2.7%	53	4.9%	1,071	7.7%	138	4.7%	1,905	5.7%
Retail Trade Summary	54	23.0%	554	17.2%	237	21.8%	4,042	29.2%	697	23.5%	10,576	31.7%
Home Improvement	2	0.9%	15	0.5%	14	1.3%	197	1.4%	38	1.3%	568	1.7%
General Merchandise Stores	2	0.7%	21	0.7%	5	0.5%	546	3.9%	24	0.8%	1,622	4.9%
Food Stores	3	1.1%	85	2.6%	15	1.4%	456	3.3%	52	1.7%	1,432	4.3%
Auto Dealers, Gas Stations, Auto Aftermarket	14	5.9%	75	2.3%	47	4.4%	616	4.5%	111	3.7%	1,150	3.4%
Apparel & Accessory Stores	2	0.8%	8	0.3%	10	1.0%	35	0.3%	50	1.7%	383	1.2%
Furniture & Home Furnishings	8	3.5%	68	2.1%	33	3.0%	226	1.6%	79	2.6%	491	1.5%
Eating & Drinking Places	18	7.6%	262	8.1%	66	6.1%	1,597	11.5%	184	6.2%	3,469	10.4%
Miscellaneous Retail	6	2.6%	19	0.6%	46	4.2%	369	2.7%	160	5.4%	1,461	4.4%
Finance, Insurance, Real Estate Summary	17	7.2%	518	16.1%	125	11.5%	1,340	9.7%	302	10.2%	2,574	7.7%
Banks, Savings & Lending Institutions	2	0.9%	14	0.4%	28	2.6%	141	1.0%	75	2.5%	393	1.2%
Securities Brokers	1	0.6%	3	0.1%	8	0.7%	16	0.1%	23	0.8%	40	0.1%
Insurance Carriers & Agents	7	2.9%	442	13.7%	30	2.8%	924	6.7%	74	2.5%	1,204	3.6%
Real Estate, Holding, Other Investment Offices	7	2.9%	59	1.8%	58	5.4%	259	1.9%	129	4.4%	937	2.8%
Services Summary	72	30.7%	579	18.0%	406	37.3%	3,767	27.2%	1,097	36.9%	10,818	32.5%
Hotels & Lodging	0	0.0%	0	0.0%	4	0.4%	42	0.3%	11	0.4%	227	0.7%
Automotive Services	9	4.0%	30	0.9%	35	3.2%	158	1.1%	95	3.2%	409	1.2%
Motion Pictures & Amusements	6	2.7%	17	0.5%	26	2.4%	229	1.7%	99	3.3%	756	2.3%
Health Services	8	3.6%	56	1.7%	62	5.7%	804	5.8%	150	5.0%	2,465	7.4%
Legal Services	3	1.2%	11	0.4%	15	1.3%	63	0.5%	43	1.4%	219	0.7%
Education Institutions & Libraries	2	0.8%	160	5.0%	23	2.1%	899	6.5%	58	1.9%	2,430	7.3%
Other Services	43	18.6%	306	9.5%	241	22.2%	1,571	11.4%	642	21.6%	4,312	12.9%
Government	0	0.0%	0	0.0%	18	1.7%	446	3.2%	85	2.9%	1,785	5.4%
Other	6	2.4%	2	0.0%	25	2.3%	15	0.1%	62	2.1%	33	0.1%
Totals	234	100%	3,222	100%	1,087	100%	13,837	100%	2,972	100%	33,336	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



## Business Summary

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.2%	17	0.1%
Mining	0	0.0%	0	0.0%	2	0.1%	2	0.0%	3	0.1%	6	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	12	0.0%
Construction	32	13.5%	297	9.2%	116	10.7%	587	4.2%	314	10.6%	1,321	4.0%
Manufacturing	24	10.2%	1,138	35.3%	48	4.4%	1,730	12.5%	118	4.0%	2,662	8.0%
Wholesale Trade	16	6.8%	80	2.5%	49	4.6%	1,032	7.5%	129	4.3%	1,686	5.1%
Retail Trade	36	15.5%	291	9.0%	170	15.6%	2,442	17.7%	502	16.9%	7,052	21.2%
Motor Vehicle & Parts Dealers	10	4.5%	56	1.7%	34	3.1%	551	4.0%	82	2.8%	1,009	3.0%
Furniture & Home Furnishings Stores	5	2.3%	30	0.9%	19	1.7%	133	1.0%	36	1.2%	288	0.9%
Electronics & Appliance Stores	3	1.3%	38	1.2%	13	1.2%	90	0.7%	34	1.1%	175	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.9%	15	0.5%	14	1.3%	197	1.4%	37	1.3%	565	1.7%
Food & Beverage Stores	3	1.1%	85	2.6%	16	1.4%	475	3.4%	46	1.5%	1,404	4.2%
Health & Personal Care Stores	1	0.2%	6	0.2%	8	0.8%	76	0.6%	37	1.2%	358	1.1%
Gasoline Stations	3	1.5%	19	0.6%	13	1.2%	65	0.5%	29	1.0%	141	0.4%
Clothing & Clothing Accessories Stores	2	0.8%	8	0.3%	13	1.2%	54	0.4%	62	2.1%	471	1.4%
Sport Goods, Hobby, Book, & Music Stores	0	0.2%	0	0.0%	11	1.0%	118	0.9%	38	1.3%	318	1.0%
General Merchandise Stores	2	0.7%	21	0.7%	5	0.5%	546	3.9%	24	0.8%	1,622	4.9%
Miscellaneous Store Retailers	4	1.8%	13	0.4%	18	1.7%	109	0.8%	69	2.3%	533	1.6%
Nonstore Retailers	1	0.4%	1	0.0%	4	0.4%	28	0.2%	8	0.3%	170	0.5%
Transportation & Warehousing	4	1.7%	7	0.2%	22	2.1%	639	4.6%	64	2.1%	1,095	3.3%
Information	2	0.7%	2	0.1%	11	1.0%	50	0.4%	43	1.4%	219	0.7%
Finance & Insurance	10	4.4%	459	14.2%	66	6.1%	1,081	7.8%	173	5.8%	1,639	4.9%
Central Bank/Credit Intermediation & Related Activities	2	0.9%	14	0.4%	28	2.6%	141	1.0%	76	2.6%	395	1.2%
Securities, Commodity Contracts & Other Financial	1	0.6%	3	0.1%	8	0.7%	16	0.1%	23	0.8%	40	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	7	2.9%	442	13.7%	30	2.8%	924	6.7%	74	2.5%	1,204	3.6%
Real Estate, Rental & Leasing	12	5.1%	78	2.4%	73	6.7%	316	2.3%	158	5.3%	1,042	3.1%
Professional, Scientific & Tech Services	14	6.0%	184	5.7%	99	9.1%	666	4.8%	274	9.2%	1,766	5.3%
Legal Services	3	1.2%	11	0.4%	19	1.8%	72	0.5%	53	1.8%	247	0.7%
Management of Companies & Enterprises	1	0.2%	4	0.1%	1	0.1%	7	0.1%	2	0.1%	10	0.0%
Administrative & Support & Waste Management & Remediation	12	5.0%	41	1.3%	61	5.6%	333	2.4%	155	5.2%	731	2.2%
Educational Services	3	1.4%	162	5.0%	27	2.5%	905	6.5%	74	2.5%	2,434	7.3%
Health Care & Social Assistance	12	5.0%	85	2.6%	84	7.7%	991	7.2%	196	6.6%	3,431	10.3%
Arts, Entertainment & Recreation	3	1.3%	8	0.3%	17	1.6%	178	1.3%	71	2.4%	676	2.0%
Accommodation & Food Services	18	7.6%	262	8.1%	71	6.6%	1,640	11.8%	198	6.7%	3,711	11.1%
Accommodation	0	0.0%	0	0.0%	4	0.4%	42	0.3%	11	0.4%	227	0.7%
Food Services & Drinking Places	18	7.6%	262	8.1%	67	6.2%	1,597	11.5%	187	6.3%	3,484	10.5%
Other Services (except Public Administration)	30	12.9%	114	3.5%	125	11.5%	765	5.5%	339	11.4%	1,941	5.8%
Automotive Repair & Maintenance	6	2.6%	21	0.7%	25	2.3%	137	1.0%	74	2.5%	358	1.1%
Public Administration	0	0.0%	0	0.0%	18	1.7%	446	3.2%	85	2.9%	1,785	5.4%
Unclassified Establishments	6	2.7%	10	0.3%	27	2.5%	28	0.2%	66	2.2%	99	0.3%
<b>Total</b>	<b>234</b>	<b>100%</b>	<b>3,222</b>	<b>100%</b>	<b>1,087</b>	<b>100%</b>	<b>13,837</b>	<b>100%</b>	<b>2,972</b>	<b>100%</b>	<b>33,336</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



# Retail MarketPlace Profile

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

## Summary Demographics

2010 Population	3,924
2010 Households	1,666
2010 Median Disposable Income	\$51,126
2010 Per Capita Income	\$30,042

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$47,334,998	\$79,179,329	\$-31,844,331	-25.2	55
Total Retail Trade	44-45	\$40,454,220	\$67,795,449	\$-27,341,228	-25.3	37
Total Food & Drink	722	\$6,880,777	\$11,383,880	\$-4,503,103	-24.7	19

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,634,901	\$21,985,640	\$-12,350,740	-39.1	10
Automobile Dealers	4411	\$8,156,930	\$20,906,293	\$-12,749,363	-43.9	8
Other Motor Vehicle Dealers	4412	\$730,129	\$623,019	\$107,111	7.9	1
Auto Parts, Accessories & Tire Stores	4413	\$747,841	\$456,328	\$291,513	24.2	1
Furniture & Home Furnishings Stores	442	\$692,442	\$2,743,253	\$-2,050,810	-59.7	5
Furniture Stores	4421	\$356,338	\$1,021,702	\$-665,364	-48.3	3
Home Furnishings Stores	4422	\$336,105	\$1,721,551	\$-1,385,447	-67.3	3
Electronics & Appliance Stores	4431	\$1,697,318	\$3,071,791	\$-1,374,473	-28.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,594,796	\$393,944	\$1,200,852	60.4	2
Bldg Material & Supplies Dealers	4441	\$1,505,622	\$345,390	\$1,160,232	62.7	1
Lawn & Garden Equip & Supply Stores	4442	\$89,174	\$48,554	\$40,620	29.5	1
Food & Beverage Stores	445	\$7,070,881	\$13,630,278	\$-6,559,397	-31.7	3
Grocery Stores	4451	\$6,778,514	\$13,596,266	\$-6,817,753	-33.5	2
Specialty Food Stores	4452	\$100,777	\$34,012	\$66,765	49.5	0
Beer, Wine & Liquor Stores	4453	\$191,590	\$0	\$191,590	100.0	0
Health & Personal Care Stores	446,4461	\$805,738	\$485,899	\$319,839	24.8	1
Gasoline Stations	447,4471	\$6,696,983	\$14,128,223	\$-7,431,239	-35.7	3
Clothing & Clothing Accessories Stores	448	\$1,166,282	\$480,068	\$686,214	41.7	2
Clothing Stores	4481	\$846,894	\$480,068	\$366,826	27.6	2
Shoe Stores	4482	\$184,169	\$0	\$184,169	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$135,219	\$0	\$135,219	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$192,504	\$10,075	\$182,429	90.1	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$149,161	\$10,075	\$139,086	87.3	0
Book, Periodical & Music Stores	4512	\$43,343	\$0	\$43,343	100.0	0
General Merchandise Stores	452	\$6,612,831	\$10,119,525	\$-3,506,694	-21.0	2
Department Stores Excluding Leased Depts.	4521	\$2,852,922	\$0	\$2,852,922	100.0	0
Other General Merchandise Stores	4529	\$3,759,908	\$10,119,525	\$-6,359,616	-45.8	2
Miscellaneous Store Retailers	453	\$570,720	\$233,610	\$337,110	41.9	4
Florists	4531	\$33,290	\$23,744	\$9,546	16.7	1
Office Supplies, Stationery & Gift Stores	4532	\$193,848	\$50,217	\$143,631	58.8	1
Used Merchandise Stores	4533	\$13,115	\$30,099	\$-16,984	-39.3	1
Other Miscellaneous Store Retailers	4539	\$330,468	\$129,551	\$200,917	43.7	2
Nonstore Retailers	454	\$3,718,825	\$513,145	\$3,205,681	75.7	1
Electronic Shopping & Mail-Order Houses	4541	\$3,491,961	\$445,793	\$3,046,168	77.4	1
Vending Machine Operators	4542	\$5,255	\$67,352	\$-62,096	-85.5	1
Direct Selling Establishments	4543	\$221,609	\$0	\$221,609	100.0	0
Food Services & Drinking Places	722	\$6,880,777	\$11,383,880	\$-4,503,103	-24.7	19
Full-Service Restaurants	7221	\$2,448,120	\$6,489,680	\$-4,041,561	-45.2	11
Limited-Service Eating Places	7222	\$3,827,503	\$4,853,859	\$-1,026,356	-11.8	7
Special Food Services	7223	\$480,803	\$40,341	\$440,461	84.5	1
Drinking Places - Alcoholic Beverages	7224	\$124,352	\$0	\$124,352	100.0	0

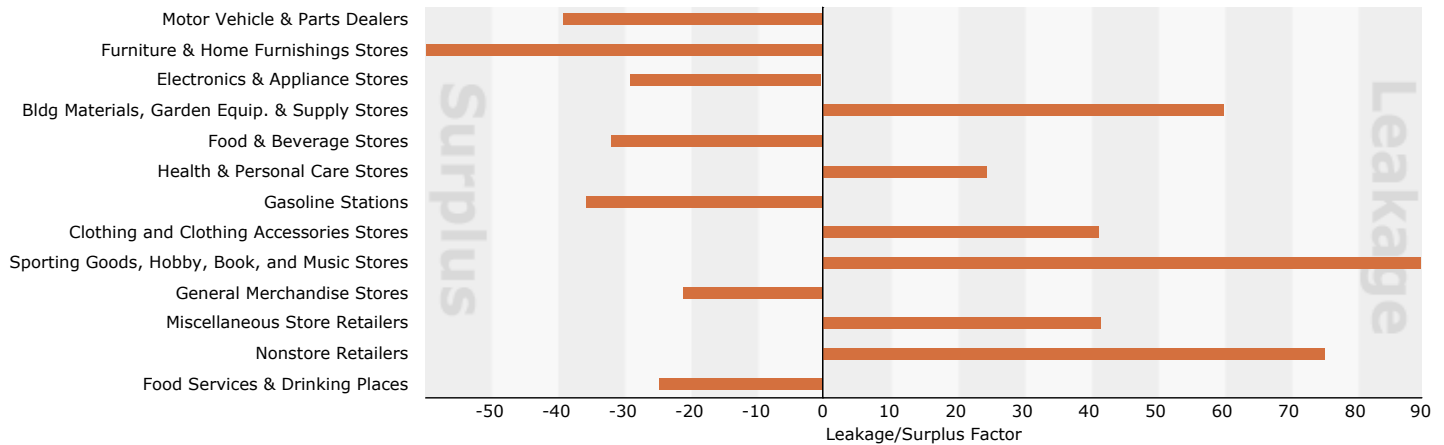
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Source: Esri and Infogroup

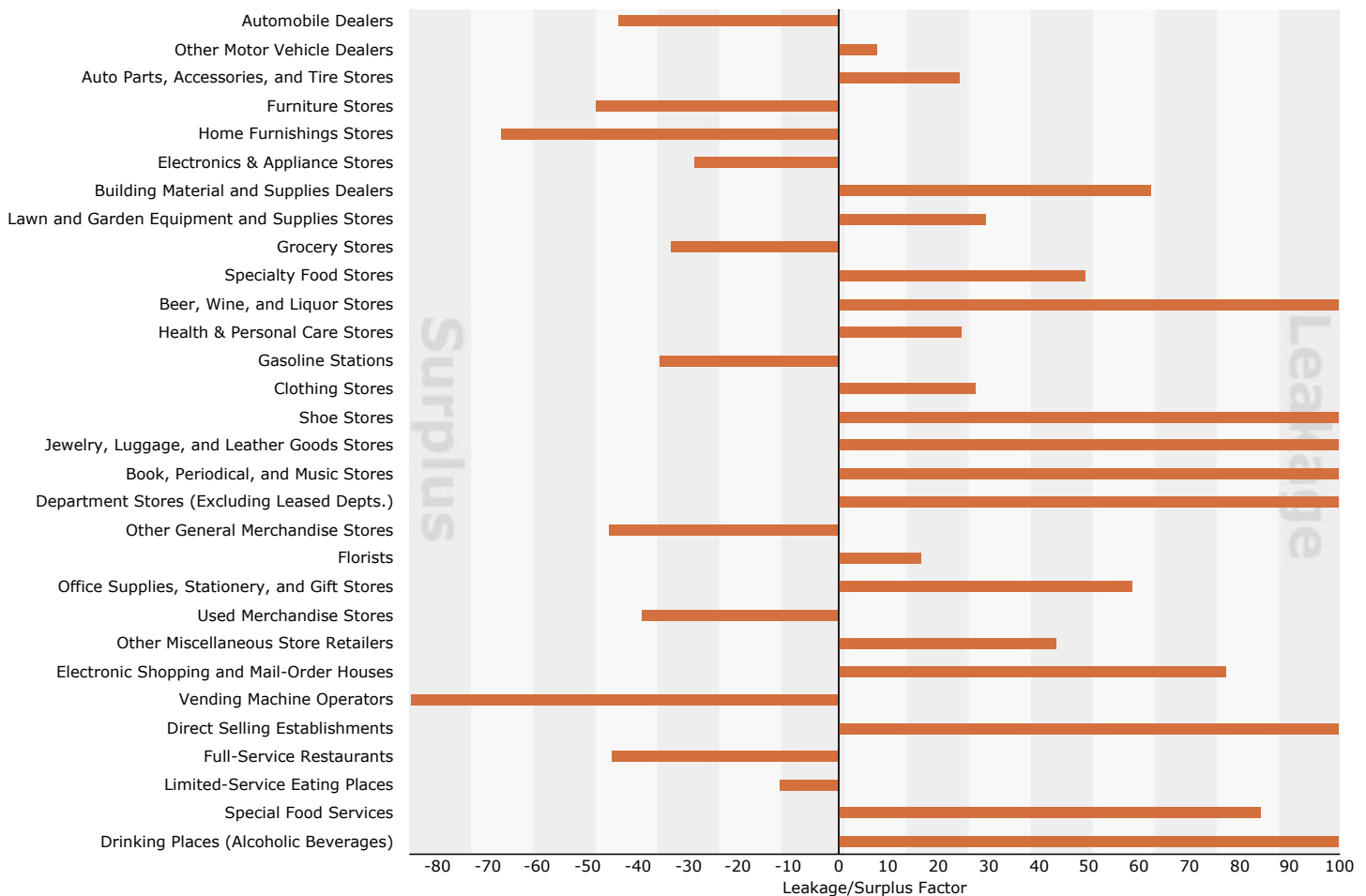
March 27, 2012

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

## Summary Demographics

2010 Population	39,685
2010 Households	16,238
2010 Median Disposable Income	\$50,806
2010 Per Capita Income	\$30,109

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$449,133,394	\$449,056,641	\$76,753	0.0	238
Total Retail Trade	44-45	\$382,953,899	\$383,232,548	\$-278,649	0.0	169
Total Food & Drink	722	\$66,179,496	\$65,824,094	\$355,402	0.3	70

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$91,259,040	\$124,018,745	\$-32,759,705	-15.2	32
Automobile Dealers	4411	\$77,651,056	\$97,670,012	\$-20,018,956	-11.4	19
Other Motor Vehicle Dealers	4412	\$6,476,047	\$21,989,108	\$-15,513,061	-54.5	6
Auto Parts, Accessories & Tire Stores	4413	\$7,131,938	\$4,359,625	\$2,772,313	24.1	7
Furniture & Home Furnishings Stores	442	\$6,459,845	\$14,124,763	\$-7,664,918	-37.2	18
Furniture Stores	4421	\$3,355,304	\$9,827,508	\$-6,472,204	-49.1	10
Home Furnishings Stores	4422	\$3,104,541	\$4,297,255	\$-1,192,714	-16.1	8
Electronics & Appliance Stores	4431	\$16,061,786	\$10,647,527	\$5,414,259	20.3	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,369,320	\$20,049,615	\$-5,680,294	-16.5	14
Bldg Material & Supplies Dealers	4441	\$13,576,418	\$19,575,747	\$-5,999,328	-18.1	11
Lawn & Garden Equip & Supply Stores	4442	\$792,902	\$473,868	\$319,034	25.2	3
Food & Beverage Stores	445	\$67,540,378	\$64,357,665	\$3,182,714	2.4	15
Grocery Stores	4451	\$64,720,982	\$61,984,192	\$2,736,790	2.2	10
Specialty Food Stores	4452	\$962,755	\$698,478	\$264,277	15.9	3
Beer, Wine & Liquor Stores	4453	\$1,856,642	\$1,674,995	\$181,647	5.1	2
Health & Personal Care Stores	446,4461	\$7,544,082	\$6,467,096	\$1,076,986	7.7	8
Gasoline Stations	447,4471	\$63,572,012	\$48,161,388	\$15,410,624	13.8	13
Clothing & Clothing Accessories Stores	448	\$11,198,712	\$3,297,561	\$7,901,151	54.5	14
Clothing Stores	4481	\$8,136,152	\$1,714,858	\$6,421,293	65.2	9
Shoe Stores	4482	\$1,792,063	\$787,130	\$1,004,932	39.0	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,270,498	\$795,572	\$474,925	23.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$1,826,247	\$3,249,625	\$-1,423,377	-28.0	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,406,882	\$3,022,102	\$-1,615,220	-36.5	10
Book, Periodical & Music Stores	4512	\$419,365	\$227,523	\$191,842	29.7	1
General Merchandise Stores	452	\$62,819,481	\$72,521,497	\$-9,702,016	-7.2	5
Department Stores Excluding Leased Depts.	4521	\$27,107,224	\$25,088,943	\$2,018,282	3.9	1
Other General Merchandise Stores	4529	\$35,712,257	\$47,432,555	\$-11,720,298	-14.1	4
Miscellaneous Store Retailers	453	\$5,316,007	\$3,007,468	\$2,308,539	27.7	21
Florists	4531	\$294,360	\$185,863	\$108,497	22.6	3
Office Supplies, Stationery & Gift Stores	4532	\$1,816,287	\$1,013,574	\$802,714	28.4	3
Used Merchandise Stores	4533	\$125,857	\$344,219	\$-218,363	-46.5	6
Other Miscellaneous Store Retailers	4539	\$3,079,504	\$1,463,812	\$1,615,691	35.6	9
Nonstore Retailers	454	\$34,986,987	\$13,329,598	\$21,657,389	44.8	4
Electronic Shopping & Mail-Order Houses	4541	\$33,091,517	\$13,194,895	\$19,896,622	43.0	3
Vending Machine Operators	4542	\$50,377	\$134,703	\$-84,326	-45.6	1
Direct Selling Establishments	4543	\$1,845,093	\$0	\$1,845,093	100.0	0
Food Services & Drinking Places	722	\$66,179,496	\$65,824,094	\$355,402	0.3	70
Full-Service Restaurants	7221	\$23,517,024	\$18,443,900	\$5,073,124	12.1	30
Limited-Service Eating Places	7222	\$36,790,120	\$46,196,676	\$-9,406,556	-11.3	36
Special Food Services	7223	\$4,635,518	\$1,016,015	\$3,619,504	64.0	2
Drinking Places - Alcoholic Beverages	7224	\$1,236,833	\$167,503	\$1,069,330	76.1	2

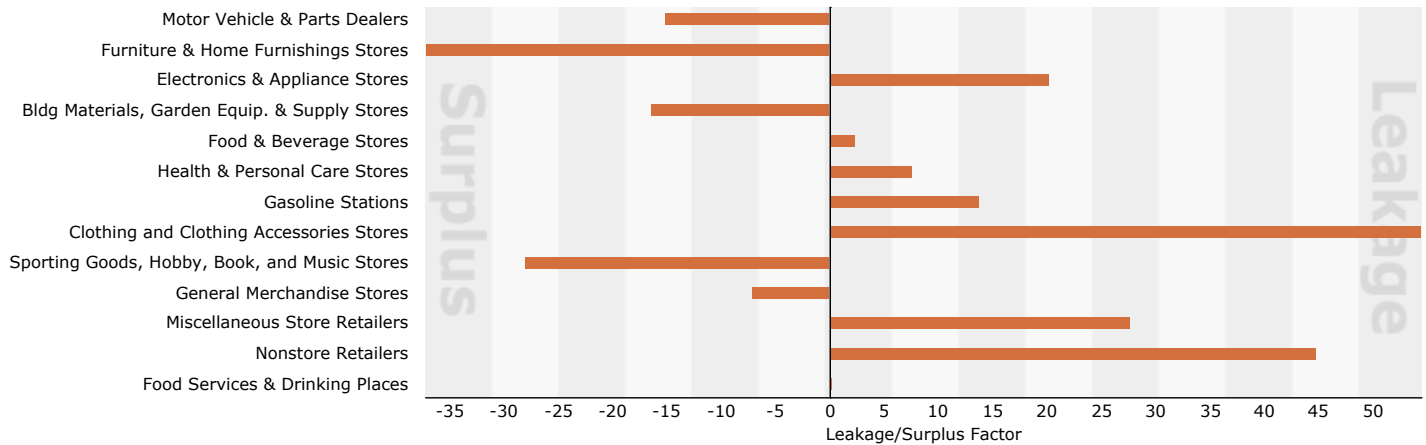
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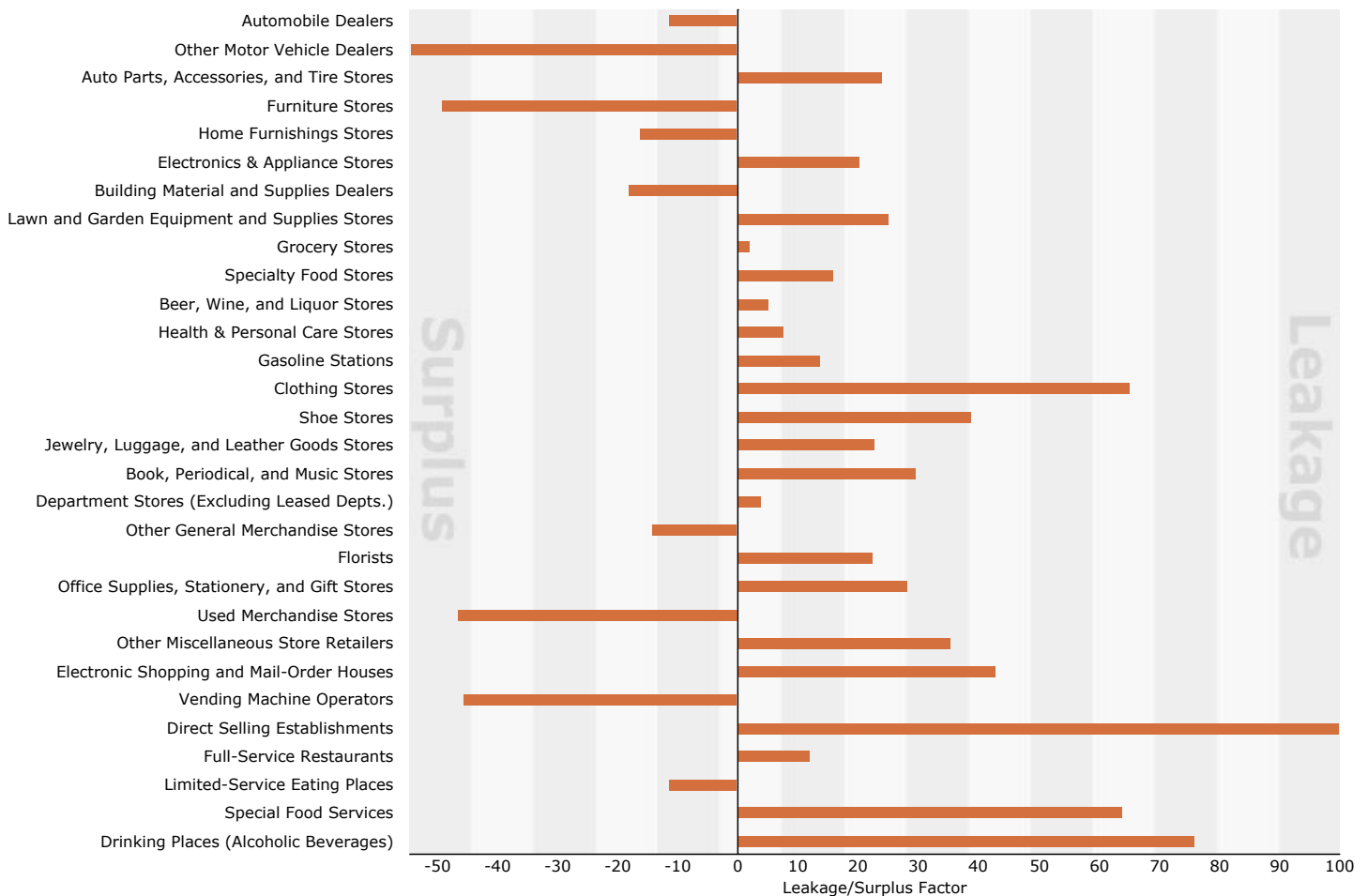
March 27, 2012

Made with Esri Business Analyst

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

## Summary Demographics

2010 Population	91,686
2010 Households	35,965
2010 Median Disposable Income	\$51,209
2010 Per Capita Income	\$30,291

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,026,952,312	\$1,084,358,188	\$-57,405,877	-2.7	684
Total Retail Trade	44-45	\$875,197,261	\$933,561,746	\$-58,364,484	-3.2	496
Total Food & Drink	722	\$151,755,051	\$150,796,443	\$958,608	0.3	187

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$208,137,927	\$230,293,200	\$-22,155,273	-5.1	74
Automobile Dealers	4411	\$177,091,208	\$190,482,548	\$-13,391,340	-3.6	35
Other Motor Vehicle Dealers	4412	\$14,866,387	\$28,035,830	\$-13,169,443	-30.7	14
Auto Parts, Accessories & Tire Stores	4413	\$16,180,333	\$11,774,822	\$4,405,510	15.8	24
Furniture & Home Furnishings Stores	442	\$17,496,395	\$29,559,517	\$-12,063,122	-25.6	34
Furniture Stores	4421	\$9,644,342	\$22,461,922	\$-12,817,580	-39.9	19
Home Furnishings Stores	4422	\$7,852,054	\$7,097,595	\$754,459	5.0	15
Electronics & Appliance Stores	4431	\$36,623,444	\$19,334,358	\$17,289,085	30.9	34
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,725,385	\$41,124,554	\$-7,399,169	-9.9	36
Bldg Material & Supplies Dealers	4441	\$31,785,669	\$40,294,157	\$-8,508,488	-11.8	29
Lawn & Garden Equip & Supply Stores	4442	\$1,939,716	\$830,398	\$1,109,319	40.0	7
Food & Beverage Stores	445	\$154,431,669	\$177,320,812	\$-22,889,142	-6.9	43
Grocery Stores	4451	\$146,669,093	\$170,855,608	\$-24,186,515	-7.6	28
Specialty Food Stores	4452	\$2,887,885	\$2,945,800	\$-57,915	-1.0	9
Beer, Wine & Liquor Stores	4453	\$4,874,692	\$3,519,404	\$1,355,288	16.1	6
Health & Personal Care Stores	446,4461	\$20,489,452	\$24,498,095	\$-4,008,643	-8.9	39
Gasoline Stations	447,4471	\$143,078,658	\$102,722,100	\$40,356,558	16.4	28
Clothing & Clothing Accessories Stores	448	\$29,332,172	\$27,507,424	\$1,824,748	3.2	63
Clothing Stores	4481	\$21,599,759	\$19,461,825	\$2,137,934	5.2	38
Shoe Stores	4482	\$4,234,420	\$4,096,099	\$138,321	1.7	11
Jewelry, Luggage & Leather Goods Stores	4483	\$3,497,993	\$3,949,499	\$-451,507	-6.1	13
Sporting Goods, Hobby, Book & Music Stores	451	\$5,887,736	\$10,817,670	\$-4,929,934	-29.5	39
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,109,443	\$7,046,999	\$-2,937,556	-26.3	34
Book, Periodical & Music Stores	4512	\$1,778,293	\$3,770,671	\$-1,992,378	-35.9	5
General Merchandise Stores	452	\$141,219,751	\$177,005,652	\$-35,785,901	-11.2	25
Department Stores Excluding Leased Depts.	4521	\$58,897,774	\$85,652,507	\$-26,754,732	-18.5	9
Other General Merchandise Stores	4529	\$82,321,977	\$91,353,146	\$-9,031,168	-5.2	16
Miscellaneous Store Retailers	453	\$14,021,422	\$16,413,255	\$-2,391,833	-7.9	76
Florists	4531	\$942,326	\$1,198,612	\$-256,286	-12.0	13
Office Supplies, Stationery & Gift Stores	4532	\$5,130,909	\$10,678,710	\$-5,547,800	-35.1	20
Used Merchandise Stores	4533	\$509,185	\$1,021,814	\$-512,629	-33.5	18
Other Miscellaneous Store Retailers	4539	\$7,439,002	\$3,514,120	\$3,924,882	35.8	25
Nonstore Retailers	454	\$70,753,250	\$76,965,108	\$-6,211,858	-4.2	8
Electronic Shopping & Mail-Order Houses	4541	\$61,421,308	\$76,676,385	\$-15,255,077	-11.0	6
Vending Machine Operators	4542	\$1,056,754	\$251,836	\$804,918	61.5	2
Direct Selling Establishments	4543	\$8,275,188	\$36,887	\$8,238,300	99.1	0
Food Services & Drinking Places	722	\$151,755,051	\$150,796,443	\$958,608	0.3	187
Full-Service Restaurants	7221	\$57,103,665	\$48,340,493	\$8,763,172	8.3	82
Limited-Service Eating Places	7222	\$80,717,778	\$96,448,665	\$-15,730,886	-8.9	87
Special Food Services	7223	\$10,755,704	\$4,644,081	\$6,111,623	39.7	8
Drinking Places - Alcoholic Beverages	7224	\$3,177,903	\$1,363,205	\$1,814,699	40.0	10

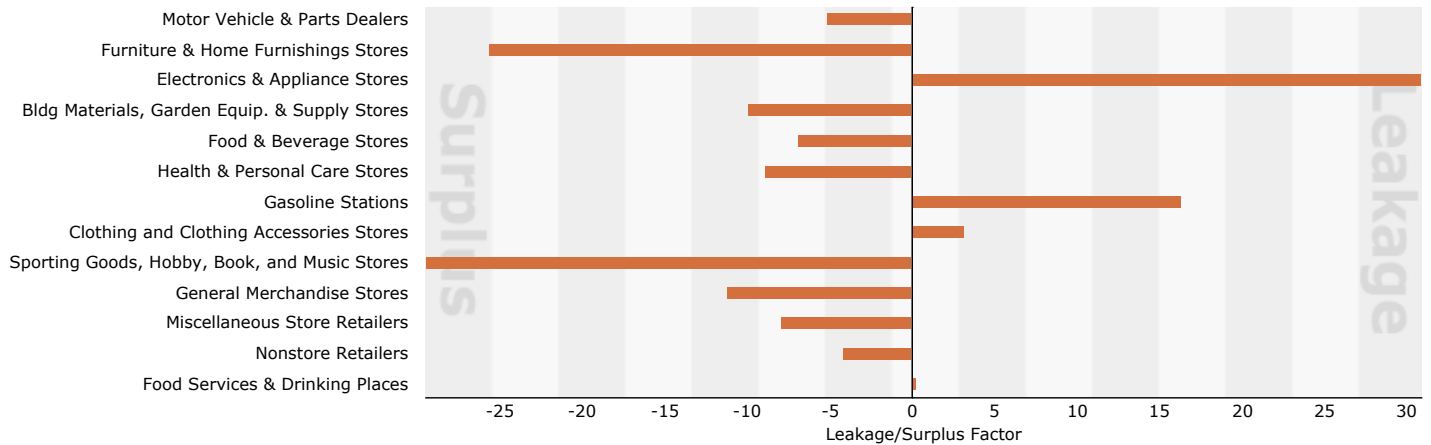
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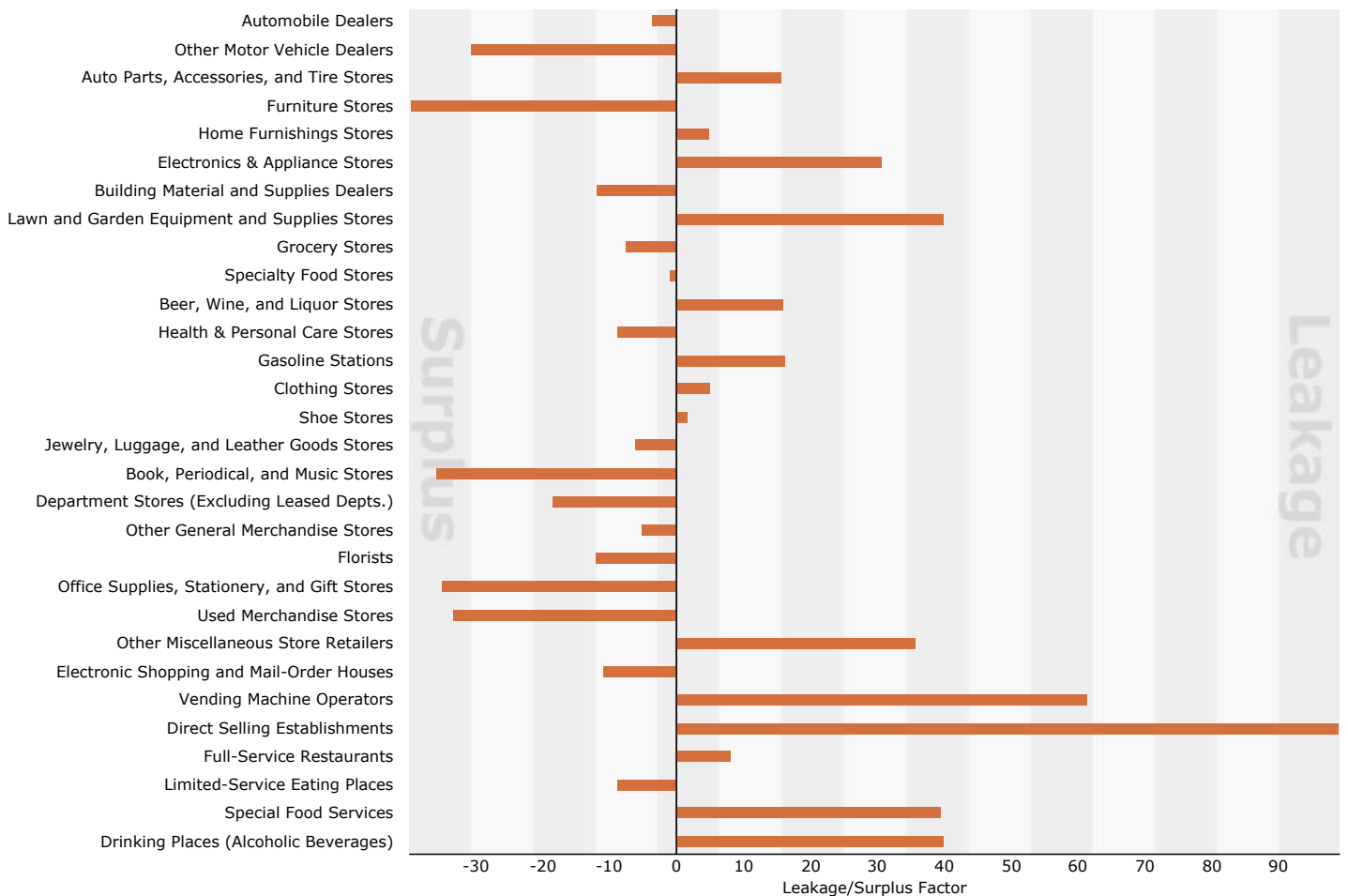
March 27, 2012

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Total Number of Adults		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	1,524	52.9%	106
Bought any women's apparel in last 12 months	1,406	48.8%	107
Bought apparel for child <13 in last 6 months	851	29.5%	104
Bought any shoes in last 12 months	1,562	54.2%	104
Bought costume jewelry in last 12 months	638	22.1%	106
Bought any fine jewelry in last 12 months	613	21.3%	97
Bought a watch in last 12 months	557	19.3%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,508	90.5%	105
HH bought/leased new vehicle last 12 mo	192	11.5%	120
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,652	92.1%	106
Bought/changed motor oil in last 12 months	1,608	55.8%	107
Had tune-up in last 12 months	951	33.0%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,840	63.9%	103
Drank regular cola in last 6 months	1,465	50.9%	99
Drank beer/ale in last 6 months	1,265	43.9%	103
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	390	13.5%	105
Bought film in last 12 months	601	20.9%	109
Bought digital camera in last 12 months	222	7.7%	113
Bought memory card for camera in last 12 months	240	8.3%	109
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,099	38.1%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	614	21.3%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,012	35.1%	108
Avg monthly cell/mobile phone/PDA bill: \$100+	676	23.5%	111
<b>Computers (Households)</b>			
HH owns a personal computer	1,356	81.4%	110
Spent <\$500 on most recent home PC purchase	148	8.9%	102
Spent \$500-\$999 on most recent home PC purchase	340	20.4%	114
Spent \$1000-\$1499 on most recent home PC purchase	253	15.2%	116
Spent \$1500-\$1999 on most recent home PC purchase	127	7.6%	107
Spent \$2000+ on most recent home PC purchase	124	7.4%	120

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,813	62.9%	104
Bought cigarettes at convenience store in last 30 days	449	15.6%	100
Bought gas at convenience store in last 30 days	1,078	37.4%	111
Spent at convenience store in last 30 days: <\$20	271	9.4%	98
Spent at convenience store in last 30 days: \$20-39	303	10.5%	103
Spent at convenience store in last 30 days: \$40+	1,096	38.0%	106
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	1,782	61.9%	105
Went to live theater in last 12 months	394	13.7%	104
Went to a bar/night club in last 12 months	604	21.0%	110
Dined out in last 12 months	1,536	53.3%	108
Gambled at a casino in last 12 months	469	16.3%	101
Visited a theme park in last 12 months	705	24.5%	114
DVDs rented in last 30 days: 1	85	3.0%	111
DVDs rented in last 30 days: 2	155	5.4%	116
DVDs rented in last 30 days: 3	98	3.4%	106
DVDs rented in last 30 days: 4	118	4.1%	106
DVDs rented in last 30 days: 5+	448	15.6%	118
DVDs purchased in last 30 days: 1	167	5.8%	116
DVDs purchased in last 30 days: 2	158	5.5%	116
DVDs purchased in last 30 days: 3-4	126	4.4%	94
DVDs purchased in last 30 days: 5+	140	4.9%	93
Spent on toys/games in last 12 months: <\$50	198	6.9%	113
Spent on toys/games in last 12 months: \$50-\$99	97	3.4%	122
Spent on toys/games in last 12 months: \$100-\$199	207	7.2%	100
Spent on toys/games in last 12 months: \$200-\$499	332	11.5%	106
Spent on toys/games in last 12 months: \$500+	195	6.8%	118
<b>Financial (Adults)</b>			
Have home mortgage (1st)	697	24.2%	126
Used ATM/cash machine in last 12 months	1,651	57.3%	113
Own any stock	308	10.7%	116
Own U.S. savings bond	225	7.8%	114
Own shares in mutual fund (stock)	310	10.8%	114
Own shares in mutual fund (bonds)	189	6.6%	111
Used full service brokerage firm in last 12 months	176	6.1%	99
Have savings account	1,220	42.3%	116
Have 401K retirement savings	637	22.1%	125
Did banking over the Internet in last 12 months	964	33.5%	123
Own any credit/debit card (in own name)	2,308	80.1%	108
Avg monthly credit card expenditures: <\$111	434	15.1%	109
Avg monthly credit card expenditures: \$111-225	240	8.3%	107
Avg monthly credit card expenditures: \$226-450	257	8.9%	119
Avg monthly credit card expenditures: \$451-700	207	7.2%	113
Avg monthly credit card expenditures: \$701+	413	14.3%	107

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,127	73.8%	104
Used bread in last 6 months	2,802	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	2,299	79.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,595	55.4%	105
Used fresh fruit/vegetables in last 6 months	2,574	89.3%	102
Used fresh milk in last 6 months	2,654	92.1%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	924	32.1%	107
Exercise at club 2+ times per week	402	14.0%	114
Visited a doctor in last 12 months	2,339	81.2%	105
Used vitamin/dietary supplement in last 6 months	1,436	49.8%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	579	34.8%	110
Used housekeeper/maid/prof HH cleaning service in the last 12 months	259	15.5%	100
Purchased any HH furnishing in last 12 months	539	32.4%	108
Purchased bedding/bath goods in last 12 months	934	56.1%	103
Purchased cooking/serving product in last 12 months	477	28.6%	104
Bought any kitchen appliance in last 12 months	304	18.2%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	1,583	54.9%	115
Have medical/hospital/accident insurance	2,216	76.9%	107
Carry homeowner insurance	1,724	59.8%	113
Carry renter insurance	192	6.7%	109
Have auto/other vehicle insurance	2,549	88.5%	106
<b>Pets (Households)</b>			
HH owns any pet	968	58.1%	112
HH owns any cat	461	27.7%	115
HH owns any dog	710	42.6%	113
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	1,551	53.8%	107
Read any daily newspaper	1,220	42.3%	102
Heavy magazine reader	602	20.9%	105
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	2,243	77.9%	108
Went to family restaurant/steak house last mo: <2 times	751	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	823	28.6%	106
Went to family restaurant/steak house last mo: 5+ times	669	23.2%	119
Went to fast food/drive-in restaurant in last 6 mo	2,633	91.4%	103
Went to fast food/drive-in restaurant <6 times/mo	991	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/mo	888	30.8%	107
Went to fast food/drive-in restaurant 14+ times/mo	754	26.2%	105
Fast food/drive-in last 6 mo: eat in	1,142	39.6%	105
Fast food/drive-in last 6 mo: home delivery	302	10.5%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	1,670	58.0%	111
Fast food/drive-in last 6 mo: take-out/walk-in	691	24.0%	97

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,152	69.1%	107
HH average monthly long distance phone bill: <\$16	485	29.1%	105
HH average monthly long distance phone bill: \$16-25	213	12.8%	112
HH average monthly long distance phone bill: \$26-59	148	8.9%	97
HH average monthly long distance phone bill: \$60+	72	4.3%	97
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	252	15.1%	77
HH owns 2 TVs	449	27.0%	103
HH owns 3 TVs	411	24.7%	110
HH owns 4+ TVs	396	23.8%	113
HH subscribes to cable TV	994	59.7%	103
HH Purchased audio equipment in last 12 months	161	9.7%	100
HH Purchased CD player in last 12 months	59	3.5%	92
HH Purchased DVD player in last 12 months	184	11.0%	114
HH Purchased MP3 player in last 12 months	346	12.0%	118
HH Purchased video game system in last 12 months	200	12.0%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,709	59.3%	114
Took 3+ domestic trips in last 12 months	475	16.5%	111
Spent on domestic vacations last 12 mo: <\$1000	395	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	250	8.7%	129
Spent on domestic vacations last 12 mo: \$1500-\$1999	136	4.7%	116
Spent on domestic vacations last 12 mo: \$2000-\$2999	123	4.3%	103
Spent on domestic vacations last 12 mo: \$3000+	160	5.6%	110
Foreign travel in last 3 years	794	27.6%	107
Took 3+ foreign trips by plane in last 3 years	135	4.7%	99
Spent on foreign vacations last 12 mo: <\$1000	162	5.6%	94
Spent on foreign vacations last 12 mo: \$1000-\$2999	114	4.0%	97
Spent on foreign vacations last 12 mo: \$3000+	129	4.5%	91
Stayed 1+ nights at hotel/motel in last 12 months	1,334	46.3%	114

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Total Number of Adults		29,431	31,364
Households		16,238	17,408
Median Household Income		\$64,953	\$73,258

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	15,434	52.4%	105
Bought any women's apparel in last 12 months	14,060	47.8%	105
Bought apparel for child <13 in last 6 months	8,723	29.6%	104
Bought any shoes in last 12 months	16,170	54.9%	106
Bought costume jewelry in last 12 months	6,467	22.0%	105
Bought any fine jewelry in last 12 months	6,489	22.0%	100
Bought a watch in last 12 months	5,683	19.3%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	14,651	90.2%	105
HH bought/leased new vehicle last 12 mo	1,790	11.0%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	26,816	91.1%	105
Bought/changed motor oil in last 12 months	15,879	54.0%	103
Had tune-up in last 12 months	9,780	33.2%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	19,096	64.9%	105
Drank regular cola in last 6 months	14,974	50.9%	99
Drank beer/ale in last 6 months	13,049	44.3%	104
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	3,752	12.7%	99
Bought film in last 12 months	5,847	19.9%	104
Bought digital camera in last 12 months	2,132	7.2%	106
Bought memory card for camera in last 12 months	2,480	8.4%	110
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	11,319	38.5%	109
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,116	20.8%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	10,517	35.7%	110
Avg monthly cell/mobile phone/PDA bill: \$100+	7,020	23.9%	113
<b>Computers (Households)</b>			
HH owns a personal computer	13,270	81.7%	110
Spent <\$500 on most recent home PC purchase	1,435	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	3,264	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	2,453	15.1%	116
Spent \$1500-\$1999 on most recent home PC purchase	1,374	8.5%	119
Spent \$2000+ on most recent home PC purchase	1,125	6.9%	112

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	18,673	63.4%	105
Bought cigarettes at convenience store in last 30 days	4,513	15.3%	98
Bought gas at convenience store in last 30 days	10,730	36.5%	109
Spent at convenience store in last 30 days: <\$20	2,869	9.7%	101
Spent at convenience store in last 30 days: \$20-39	3,068	10.4%	102
Spent at convenience store in last 30 days: \$40+	11,190	38.0%	106
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	18,616	63.3%	107
Went to live theater in last 12 months	4,284	14.6%	111
Went to a bar/night club in last 12 months	6,389	21.7%	114
Dined out in last 12 months	15,615	53.1%	108
Gambled at a casino in last 12 months	5,151	17.5%	109
Visited a theme park in last 12 months	7,235	24.6%	114
DVDs rented in last 30 days: 1	955	3.2%	123
DVDs rented in last 30 days: 2	1,611	5.5%	118
DVDs rented in last 30 days: 3	981	3.3%	104
DVDs rented in last 30 days: 4	1,285	4.4%	113
DVDs rented in last 30 days: 5+	4,782	16.2%	123
DVDs purchased in last 30 days: 1	1,665	5.7%	114
DVDs purchased in last 30 days: 2	1,685	5.7%	121
DVDs purchased in last 30 days: 3-4	1,489	5.1%	109
DVDs purchased in last 30 days: 5+	1,452	4.9%	95
Spent on toys/games in last 12 months: <\$50	1,924	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	835	2.8%	103
Spent on toys/games in last 12 months: \$100-\$199	2,090	7.1%	99
Spent on toys/games in last 12 months: \$200-\$499	3,463	11.8%	109
Spent on toys/games in last 12 months: \$500+	1,927	6.5%	114
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,807	23.1%	120
Used ATM/cash machine in last 12 months	17,245	58.6%	115
Own any stock	2,889	9.8%	107
Own U.S. savings bond	2,337	7.9%	116
Own shares in mutual fund (stock)	3,161	10.7%	114
Own shares in mutual fund (bonds)	1,914	6.5%	110
Used full service brokerage firm in last 12 months	1,907	6.5%	105
Have savings account	12,333	41.9%	115
Have 401K retirement savings	6,317	21.5%	121
Did banking over the Internet in last 12 months	10,293	35.0%	128
Own any credit/debit card (in own name)	23,536	80.0%	108
Avg monthly credit card expenditures: <\$111	4,472	15.2%	110
Avg monthly credit card expenditures: \$111-225	2,405	8.2%	105
Avg monthly credit card expenditures: \$226-450	2,476	8.4%	113
Avg monthly credit card expenditures: \$451-700	2,052	7.0%	109
Avg monthly credit card expenditures: \$701+	4,258	14.5%	108

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,164	71.9%	101
Used bread in last 6 months	28,517	96.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	23,173	78.7%	102
Used fish/seafood (fresh or frozen) in last 6 months	15,962	54.2%	102
Used fresh fruit/vegetables in last 6 months	25,799	87.7%	100
Used fresh milk in last 6 months	27,059	91.9%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	9,724	33.0%	110
Exercise at club 2+ times per week	4,291	14.6%	119
Visited a doctor in last 12 months	23,264	79.0%	102
Used vitamin/dietary supplement in last 6 months	14,606	49.6%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,191	32.0%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,468	15.2%	98
Purchased any HH furnishing in last 12 months	5,471	33.7%	112
Purchased bedding/bath goods in last 12 months	9,273	57.1%	104
Purchased cooking/serving product in last 12 months	4,770	29.4%	107
Bought any kitchen appliance in last 12 months	2,982	18.4%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	15,345	52.1%	109
Have medical/hospital/accident insurance	22,074	75.0%	104
Carry homeowner insurance	16,215	55.1%	104
Carry renter insurance	2,281	7.8%	126
Have auto/other vehicle insurance	25,752	87.5%	105
<b>Pets (Households)</b>			
HH owns any pet	8,553	52.7%	102
HH owns any cat	3,943	24.3%	101
HH owns any dog	6,178	38.0%	100
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	15,935	54.1%	108
Read any daily newspaper	11,904	40.4%	98
Heavy magazine reader	6,206	21.1%	106
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	23,094	78.5%	109
Went to family restaurant/steak house last mo: <2 times	7,720	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	8,514	28.9%	107
Went to family restaurant/steak house last mo: 5+ times	6,860	23.3%	120
Went to fast food/drive-in restaurant in last 6 mo	26,915	91.5%	103
Went to fast food/drive-in restaurant <6 times/mo	10,100	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/mo	8,996	30.6%	106
Went to fast food/drive-in restaurant 14+ times/mo	7,819	26.6%	107
Fast food/drive-in last 6 mo: eat in	11,379	38.7%	103
Fast food/drive-in last 6 mo: home delivery	3,624	12.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	17,146	58.3%	111
Fast food/drive-in last 6 mo: take-out/walk-in	7,550	25.7%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	10,510	64.7%	100
HH average monthly long distance phone bill: <\$16	4,620	28.5%	103
HH average monthly long distance phone bill: \$16-25	1,926	11.9%	104
HH average monthly long distance phone bill: \$26-59	1,378	8.5%	93
HH average monthly long distance phone bill: \$60+	717	4.4%	99
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	2,818	17.4%	88
HH owns 2 TVs	4,402	27.1%	103
HH owns 3 TVs	3,851	23.7%	106
HH owns 4+ TVs	3,500	21.6%	103
HH subscribes to cable TV	10,156	62.5%	108
HH Purchased audio equipment in last 12 months	1,676	10.3%	106
HH Purchased CD player in last 12 months	602	3.7%	96
HH Purchased DVD player in last 12 months	1,690	10.4%	107
HH Purchased MP3 player in last 12 months	3,595	12.2%	120
HH Purchased video game system in last 12 months	2,006	12.4%	115
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	17,246	58.6%	112
Took 3+ domestic trips in last 12 months	5,121	17.4%	117
Spent on domestic vacations last 12 mo: <\$1000	4,180	14.2%	113
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,219	7.5%	112
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,390	4.7%	116
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,260	4.3%	103
Spent on domestic vacations last 12 mo: \$3000+	1,568	5.3%	105
Foreign travel in last 3 years	8,302	28.2%	109
Took 3+ foreign trips by plane in last 3 years	1,320	4.5%	95
Spent on foreign vacations last 12 mo: <\$1000	1,708	5.8%	97
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,213	4.1%	101
Spent on foreign vacations last 12 mo: \$3000+	1,485	5.0%	103
Stayed 1+ nights at hotel/motel in last 12 months	13,401	45.5%	112

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Total Number of Adults		67,764	71,113
Households		35,965	37,890
Median Household Income		\$65,442	\$73,946

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	35,541	52.4%	105
Bought any women's apparel in last 12 months	32,390	47.8%	105
Bought apparel for child <13 in last 6 months	20,576	30.4%	107
Bought any shoes in last 12 months	37,247	55.0%	106
Bought costume jewelry in last 12 months	15,228	22.5%	108
Bought any fine jewelry in last 12 months	15,303	22.6%	103
Bought a watch in last 12 months	13,319	19.7%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	32,501	90.4%	105
HH bought/leased new vehicle last 12 mo	3,974	11.1%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	61,797	91.2%	105
Bought/changed motor oil in last 12 months	36,695	54.2%	104
Had tune-up in last 12 months	22,393	33.0%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	43,676	64.5%	104
Drank regular cola in last 6 months	34,375	50.7%	99
Drank beer/ale in last 6 months	30,132	44.5%	105
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	8,850	13.1%	102
Bought film in last 12 months	13,459	19.9%	104
Bought digital camera in last 12 months	4,948	7.3%	107
Bought memory card for camera in last 12 months	5,736	8.5%	111
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	25,854	38.2%	108
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	14,211	21.0%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	23,417	34.6%	107
Avg monthly cell/mobile phone/PDA bill: \$100+	16,461	24.3%	115
<b>Computers (Households)</b>			
HH owns a personal computer	29,224	81.3%	110
Spent <\$500 on most recent home PC purchase	3,240	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	7,261	20.2%	113
Spent \$1000-\$1499 on most recent home PC purchase	5,309	14.8%	113
Spent \$1500-\$1999 on most recent home PC purchase	2,930	8.1%	115
Spent \$2000+ on most recent home PC purchase	2,441	6.8%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	43,013	63.5%	105
Bought cigarettes at convenience store in last 30 days	10,454	15.4%	99
Bought gas at convenience store in last 30 days	24,687	36.4%	109
Spent at convenience store in last 30 days: <\$20	6,504	9.6%	100
Spent at convenience store in last 30 days: \$20-39	7,115	10.5%	103
Spent at convenience store in last 30 days: \$40+	25,864	38.2%	106
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	42,575	62.8%	107
Went to live theater in last 12 months	9,935	14.7%	112
Went to a bar/night club in last 12 months	14,513	21.4%	112
Dined out in last 12 months	36,089	53.3%	108
Gambled at a casino in last 12 months	11,984	17.7%	110
Visited a theme park in last 12 months	16,521	24.4%	113
DVDs rented in last 30 days: 1	2,074	3.1%	116
DVDs rented in last 30 days: 2	3,610	5.3%	115
DVDs rented in last 30 days: 3	2,210	3.3%	102
DVDs rented in last 30 days: 4	2,879	4.2%	110
DVDs rented in last 30 days: 5+	10,701	15.8%	120
DVDs purchased in last 30 days: 1	3,774	5.6%	112
DVDs purchased in last 30 days: 2	3,770	5.6%	117
DVDs purchased in last 30 days: 3-4	3,294	4.9%	105
DVDs purchased in last 30 days: 5+	3,387	5.0%	96
Spent on toys/games in last 12 months: <\$50	4,423	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	1,904	2.8%	102
Spent on toys/games in last 12 months: \$100-\$199	4,775	7.0%	98
Spent on toys/games in last 12 months: \$200-\$499	8,077	11.9%	110
Spent on toys/games in last 12 months: \$500+	4,502	6.6%	115
<b>Financial (Adults)</b>			
Have home mortgage (1st)	15,877	23.4%	122
Used ATM/cash machine in last 12 months	39,502	58.3%	115
Own any stock	6,853	10.1%	110
Own U.S. savings bond	5,240	7.7%	113
Own shares in mutual fund (stock)	7,392	10.9%	116
Own shares in mutual fund (bonds)	4,575	6.8%	114
Used full service brokerage firm in last 12 months	4,588	6.8%	109
Have savings account	28,180	41.6%	114
Have 401K retirement savings	14,657	21.6%	122
Did banking over the Internet in last 12 months	23,063	34.0%	125
Own any credit/debit card (in own name)	54,055	79.8%	108
Avg monthly credit card expenditures: <\$111	9,928	14.7%	106
Avg monthly credit card expenditures: \$111-225	5,487	8.1%	104
Avg monthly credit card expenditures: \$226-450	5,617	8.3%	111
Avg monthly credit card expenditures: \$451-700	4,727	7.0%	109
Avg monthly credit card expenditures: \$701+	10,233	15.1%	113

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	49,400	72.9%	103
Used bread in last 6 months	65,810	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	53,562	79.0%	102
Used fish/seafood (fresh or frozen) in last 6 months	37,254	55.0%	104
Used fresh fruit/vegetables in last 6 months	59,831	88.3%	101
Used fresh milk in last 6 months	62,529	92.3%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	22,262	32.9%	109
Exercise at club 2+ times per week	9,662	14.3%	116
Visited a doctor in last 12 months	53,626	79.1%	102
Used vitamin/dietary supplement in last 6 months	34,028	50.2%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	11,939	33.2%	105
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,715	15.9%	102
Purchased any HH furnishing in last 12 months	11,858	33.0%	110
Purchased bedding/bath goods in last 12 months	20,492	57.0%	104
Purchased cooking/serving product in last 12 months	10,491	29.2%	106
Bought any kitchen appliance in last 12 months	6,611	18.4%	105
<b>Insurance (Adults)</b>			
Currently carry any life insurance	35,642	52.6%	110
Have medical/hospital/accident insurance	51,007	75.3%	105
Carry homeowner insurance	38,392	56.7%	107
Carry renter insurance	4,665	6.9%	112
Have auto/other vehicle insurance	59,514	87.8%	106
<b>Pets (Households)</b>			
HH owns any pet	19,415	54.0%	104
HH owns any cat	8,893	24.7%	103
HH owns any dog	14,142	39.3%	104
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	36,855	54.4%	108
Read any daily newspaper	27,961	41.3%	100
Heavy magazine reader	14,439	21.3%	107
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	52,691	77.8%	108
Went to family restaurant/steak house last mo: <2 times	17,656	26.1%	101
Went to family restaurant/steak house last mo: 2-4 times	19,723	29.1%	108
Went to family restaurant/steak house last mo: 5+ times	15,312	22.6%	116
Went to fast food/drive-in restaurant in last 6 mo	61,703	91.1%	103
Went to fast food/drive-in restaurant <6 times/mo	23,055	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	20,416	30.1%	104
Went to fast food/drive-in restaurant 14+ times/mo	18,231	26.9%	108
Fast food/drive-in last 6 mo: eat in	26,002	38.4%	102
Fast food/drive-in last 6 mo: home delivery	8,133	12.0%	115
Fast food/drive-in last 6 mo: take-out/drive-thru	38,997	57.5%	110
Fast food/drive-in last 6 mo: take-out/walk-in	17,376	25.6%	104

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	23,764	66.1%	102
HH average monthly long distance phone bill: <\$16	10,382	28.9%	104
HH average monthly long distance phone bill: \$16-25	4,202	11.7%	102
HH average monthly long distance phone bill: \$26-59	3,197	8.9%	97
HH average monthly long distance phone bill: \$60+	1,593	4.4%	100
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	6,019	16.7%	85
HH owns 2 TVs	9,585	26.7%	101
HH owns 3 TVs	8,487	23.6%	105
HH owns 4+ TVs	8,249	22.9%	109
HH subscribes to cable TV	22,512	62.6%	108
HH Purchased audio equipment in last 12 months	3,698	10.3%	106
HH Purchased CD player in last 12 months	1,430	4.0%	103
HH Purchased DVD player in last 12 months	3,709	10.3%	106
HH Purchased MP3 player in last 12 months	8,035	11.9%	116
HH Purchased video game system in last 12 months	4,506	12.5%	116
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	39,560	58.4%	112
Took 3+ domestic trips in last 12 months	11,665	17.2%	116
Spent on domestic vacations last 12 mo: <\$1000	9,353	13.8%	110
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,156	7.6%	113
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,176	4.7%	115
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,061	4.5%	109
Spent on domestic vacations last 12 mo: \$3000+	3,791	5.6%	111
Foreign travel in last 3 years	19,336	28.5%	111
Took 3+ foreign trips by plane in last 3 years	3,202	4.7%	100
Spent on foreign vacations last 12 mo: <\$1000	4,109	6.1%	102
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,809	4.1%	102
Spent on foreign vacations last 12 mo: \$3000+	3,478	5.1%	105
Stayed 1+ nights at hotel/motel in last 12 months	31,020	45.8%	113

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Population 18+		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	1,356	81.4%	110
Purchased home PC in last 12 months	297	17.8%	114
Purchased home PC 1-2 years ago	401	24.1%	107
Purchased home PC 3-4 years ago	396	23.8%	122
Purchased home PC 5+ years ago	182	10.9%	117
Spent <\$500 on home PC (most recent purchase)	148	8.9%	102
Spent \$500-999 on home PC (most recent purchase)	340	20.4%	114
Spent \$1000-1499 on home PC (most recent purchase)	253	15.2%	116
Spent \$1500-1999 on home PC (most recent purchase)	127	7.6%	107
Spent \$2000+ on home PC (most recent purchase)	124	7.4%	120
Purchased home PC at computer superstore	248	14.9%	117
Purchased home PC at department store	91	5.4%	111
Purchased home PC direct from manufacturer	262	15.7%	113
Purchased home PC at electronics store	222	13.3%	121
Purchased home PC on Internet	162	9.7%	113
Purchased home PC at warehouse discount outlet	41	2.4%	112
HH owns desktop PC	1,078	64.7%	112
HH owns laptop/notebook/tablet PC	602	36.2%	116
HH owns any Apple/Mac clone brand PC	101	6.1%	97
HH owns any IBM/IBM compatible brand PC	1,263	75.8%	112
Brand of PC that HH owns: Compaq	171	10.3%	121
Brand of PC that HH owns: Dell	571	34.2%	111
Brand of PC that HH owns: Gateway	111	6.7%	100
Brand of PC that HH owns: Hewlett Packard	310	18.6%	120
Brand of PC that HH owns: Sony Vaio	53	3.2%	110
Child (under 18) uses home PC	409	24.5%	116
HH owns CD burner	715	42.9%	116
HH owns CD ROM drive	739	44.4%	113
HH owns DVD drive	481	28.9%	116
HH owns DVD-RW (DVD burner)	400	24.0%	117
HH owns external hard drive	271	16.2%	115
HH owns flash drive	411	24.6%	120
HH owns LAN/network interface card	232	13.9%	126
HH owns inkjet printer	807	48.4%	114
HH owns laser printer	278	16.7%	122
HH owns modem/fax modem	401	24.1%	116
HH owns removable cartridge storage device	103	6.2%	107
HH owns scanner	556	33.3%	117
HH owns PC speakers	798	47.9%	115
HH owns tape backup	42	2.5%	95
HH owns webcam	221	13.3%	117
HH owns software: accounting	173	10.4%	117
HH owns software: communications/fax	172	10.3%	126
HH owns software: database/filing	165	9.9%	121
HH owns software: desktop publishing	249	14.9%	123

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	200	12.0%	120
HH owns software: entertainment/games	558	33.5%	115
HH owns software: online meeting/conference	53	3.2%	111
HH owns software: personal finance/tax prep	316	19.0%	134
HH owns software: presentation graphics	160	9.6%	120
HH owns software: multimedia	311	18.7%	122
HH owns software: networking	212	12.8%	114
HH owns software: security/anti-virus	562	33.7%	120
HH owns software: spreadsheet	460	27.6%	119
HH owns software: utility	133	8.0%	113
HH owns software: web authoring	67	4.0%	116
HH owns software: word processing	654	39.3%	117
Spent \$500+ on software for home PC in last 12 mo	43	2.6%	108
Purchased computer book in last 12 months	71	4.3%	99
HH owns fax machine	118	7.1%	118
Purchased audio equipment in last 12 months	161	9.7%	100
Purchased headphones in last 12 months	63	3.8%	95
HH owns camcorder	401	24.1%	123
Purchased camcorder in last 12 months	38	2.3%	107
HH owns CD player	838	50.3%	109
Purchased CD player in last 12 months	59	3.6%	92
HH owns DVD player	1,187	71.2%	107
Purchased DVD player in last 12 months	184	11.1%	114
HH owns 1 TV	252	15.1%	77
HH owns 2 TVs	449	27.0%	103
HH owns 3 TVs	411	24.7%	110
HH owns 4+ TVs	396	23.8%	113
HH owns miniature screen TV (<13 in)	145	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	45	2.7%	97
HH owns regular screen TV (13-26 in)	760	45.6%	105
Most recent TV purchase: regular screen (13-26 in)	359	21.6%	92
HH owns large screen TV (27-35 in)	817	49.1%	105
Most recent TV purchase: large screen (27-35 in)	527	31.6%	100
HH owns big screen TV (36-42 in)	357	21.4%	113
Most recent TV purchase: big screen (36-42 in)	259	15.5%	110
HH owns giant screen TV (over 42 in)	276	16.6%	117
Most recent TV purchase: giant screen (over 42 in)	217	13.0%	117
HH owns LCD TV	344	20.7%	108
HH owns plasma TV	156	9.4%	113
HH owns projection TV	103	6.2%	114
HH owns video game system	621	37.2%	111
Purchased video game system in last 12 months	200	12.0%	111
HH owns video game system: handheld	295	17.7%	115
HH owns video game system: attached to TV/computer	552	33.1%	112
HH owns video game system: Game Boy	134	8.0%	117
HH owns video game system: Game Boy Advance/SP	140	8.4%	127
HH owns video game system: Nintendo DS	146	8.7%	116

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	89	5.3%	106
HH owns video game system: Nintendo Wii	134	8.1%	119
HH owns video game system: PlayStation 2	295	17.7%	107
HH owns video game system: PlayStation 3	65	3.9%	108
HH owns video game system: Sony PlayStation/PS One	72	4.3%	107
HH owns video game system: Sony PSP	53	3.2%	109
HH owns video game system: Xbox	114	6.8%	115
HH owns video game system: Xbox 360	130	7.8%	121
HH purchased 5+ video games in last 12 months	118	7.1%	109
HH spent \$101+ on video games in last 12 months	151	9.0%	112
Owns MP3 player	888	30.8%	115
Purchased MP3 player in last 12 months	346	12.0%	118
Owns Apple iPod	368	12.8%	115
Purchased Apple iPod in last 12 months	110	3.8%	113
Have any access to the Internet	2,592	90.0%	106
Have access to Internet: at home	2,248	78.0%	111
Have access to Internet: at work	1,273	44.2%	118
Have access to Internet: at school/library	753	26.1%	104
Have access to Internet: not hm/work/school/library	610	21.2%	109
Use Internet less than once a week	97	3.3%	84
Use Internet 1-2 times per week	152	5.3%	96
Use Internet 3-6 times per week	252	8.8%	109
Use Internet once a day	339	11.8%	106
Use Internet 2-4 times per day	585	20.3%	115
Use Internet 5 or more times per day	823	28.6%	114
Any Internet or online usage in last 30 days	2,248	78.0%	111
Used Internet in last 30 days: at home	2,024	70.2%	113
Used Internet in last 30 days: at work	1,093	37.9%	119
Used Internet in last 30 days: at school/library	219	7.6%	99
Used Internet/30 days: not home/work/school/library	268	9.3%	101
Internet last 30 days: used email	2,028	70.4%	113
Internet last 30 days: used Instant Messenger	794	27.5%	109
Internet last 30 days: paid bills online	1,115	38.7%	118
Internet last 30 days: visited online blog	287	10.0%	104
Internet last 30 days: wrote online blog	115	4.0%	108
Internet last 30 days: visited chat room	129	4.5%	96
Internet last 30 days: looked for employment	398	13.8%	105
Internet last 30 days: played games online	616	21.4%	102
Internet last 30 days: traded/tracked investments	367	12.7%	114
Internet last 30 days: downloaded music	546	19.0%	103
Internet last 30 days: made phone call	105	3.6%	99
Internet last 30 days: made personal purchase	1,023	35.5%	115
Internet last 30 days: made business purchase	306	10.6%	111
Internet last 30 days: made travel plans	572	19.8%	115
Internet last 30 days: watched online video	618	21.4%	112
Internet last 30 days: obtained new/used car info	311	10.8%	122
Internet last 30 days: obtained financial info	833	28.9%	121
Internet last 30 days: obtained medical info	556	19.3%	116
Internet last 30 days: obtained latest news	1,268	44.0%	114
Internet last 30 days: obtained real estate info	361	12.5%	116

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	748	26.0%	112
Ordered anything on Internet in last 12 months	1,189	41.3%	119
Ordered on Internet/12 mo: airline ticket	551	19.1%	114
Ordered on Internet/12 mo: CD/tape	125	4.3%	99
Ordered on Internet/12 mo: clothing	494	17.2%	118
Ordered on Internet/12 mo: computer	105	3.6%	106
Ordered on Internet/12 mo: computer peripheral	142	4.9%	114
Ordered on Internet/12 mo: DVD	213	7.4%	112
Ordered on Internet/12 mo: flowers	145	5.0%	109
Ordered on Internet/12 mo: software	196	6.8%	119
Ordered on Internet/12 mo: tickets (concerts etc.)	308	10.7%	111
Ordered on Internet/12 mo: toy	151	5.2%	105
Purchased item from amazon.com in last 12 months	440	15.3%	109
Purchased item from barnes&noble.com in last 12 mo	94	3.2%	102
Purchased item from bestbuy.com in last 12 months	85	3.0%	117
Purchased item from ebay.com in last 12 months	321	11.1%	120
Purchased item from walmart.com in last 12 months	139	4.8%	118
Spent on Internet orders last 12 months: <\$100	199	6.9%	127
Spent on Internet orders last 12 months: \$100-199	158	5.5%	101
Spent on Internet orders last 12 months: \$200-499	287	10.0%	119
Spent on Internet orders last 12 months: \$500+	480	16.7%	115
Connection to Internet from home: dial-up modem	262	9.1%	109
Connection to Internet from home: cable modem	895	31.1%	115
Connection to Internet from home: DSL	737	25.6%	104
Connection to Internet from home: wireless	436	15.1%	110
Connection to Internet from home: any broadband	1,903	66.1%	112
DVDs rented in last 30 days: 1	85	3.0%	111
DVDs rented in last 30 days: 2	155	5.4%	116
DVDs rented in last 30 days: 3	98	3.4%	106
DVDs rented in last 30 days: 4	118	4.1%	106
DVDs rented in last 30 days: 5+	448	15.5%	118
Rented video tape/DVD last month: action/adventure	668	23.2%	115
Rented video tape/DVD last month: classic	153	5.3%	102
Rented video tape/DVD last month: comedy	678	23.5%	114
Rented video tape/DVD last month: drama	444	15.4%	113
Rented video tape/DVD last month: family/children	291	10.1%	113
Rented video tape/DVD last month: foreign	48	1.7%	84
Rented video tape/DVD last month: horror	208	7.2%	97
Rented video tape/DVD last month: romance	250	8.7%	115
Rented video tape/DVD last month: science fiction	176	6.1%	115
Rented video tape/DVD last mo at Blockbuster Video	400	13.9%	115
Rented video tape/DVD last mo at Hollywood Video	142	4.9%	119
Bought video tape/DVD last month: action/adventure	259	9.0%	107
Bought video tape/DVD last month: classic	83	2.9%	106
Bought video tape/DVD last month: comedy	251	8.7%	108
Bought video tape/DVD last month: drama	129	4.5%	104
Bought video tape/DVD last month: family/children	177	6.1%	104
Bought video tape/DVD last month: horror	76	2.6%	84
Bought video tape/DVD last month: romance	78	2.7%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	75	2.6%	105
Bought blank video tape in last 6 months	323	11.2%	99
Bought 7+ blank video tapes in last 6 months	76	2.6%	101
DVDs purchased in last 30 days: 1	167	5.8%	116
DVDs purchased in last 30 days: 2	158	5.5%	116
DVDs purchased in last 30 days: 3-4	126	4.4%	94
DVDs purchased in last 30 days: 5+	140	4.9%	93
Bought any camera in last 12 months	390	13.5%	105
Spent on cameras in last 12 months: <\$100	116	4.0%	91
Spent on cameras in last 12 months: \$100-199	92	3.2%	106
Spent on cameras in last 12 months: \$200+	129	4.5%	113
Own APS (point & shoot or SLR) camera	71	2.5%	90
Own digital camera	1,133	39.3%	119
Bought digital camera in last 12 months	222	7.7%	113
Own digital point & shoot camera	864	30.0%	121
Bought digital point & shoot camera in last 12 mo	157	5.5%	110
Own digital SLR camera	307	10.6%	115
Bought digital SLR camera in last 12 months	67	2.3%	103
Own 35mm auto focus point & shoot camera	164	5.7%	121
Own 35mm auto focus single lens reflex camera	75	2.6%	109
Own 35mm auto focus zoom camera	190	6.6%	117
Own 35mm single lens reflex camera	88	3.1%	102
Own Canon camera	535	18.6%	118
Bought Canon camera in last 12 months	69	2.4%	112
Own Fuji camera	97	3.4%	83
Own Kodak camera	369	12.8%	108
Bought Kodak camera in last 12 months	76	2.6%	89
Own Nikon camera	170	5.9%	109
Own Olympus camera	147	5.1%	112
Own Polaroid camera	62	2.2%	87
Bought any camera accessory in last 12 months	1,405	48.8%	114
Bought film in last 12 months	601	20.9%	109
Bought film in last 12 months: <3 rolls	267	9.3%	104
Bought film in last 12 months: 3-6 rolls	192	6.7%	106
Bought film in last 12 months: 7+ rolls	142	4.9%	117
Bought film in last 12 mo: APS (color prints)	84	2.9%	109
Bought film in last 12 mo: instant developing	52	1.8%	90
Bought film in last 12 mo: 35mm (black & white)	31	1.1%	113
Bought film in last 12 mo: 35mm (color prints)	387	13.4%	118
Bought Fuji film in last 12 months	145	5.0%	100
Bought Kodak film in last 12 months	401	13.9%	117
Bought store-brand film in last 12 months	62	2.1%	101
Purchased film in last 12 mo: department store	106	3.7%	99
Purchased film in last 12 mo: discount store	161	5.6%	117

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	139	4.8%	103
Purchased film in last 12 mo: grocery store	75	2.6%	121
Purchased film in last 12 mo: 1 hour service store	88	3.0%	120
Had film processed at discount store	118	4.1%	124
Had film processed at drug store	128	4.4%	104
Had film processed at 1 hour service store	101	3.5%	121
Bought memory card for camera in last 12 months	240	8.3%	109
Own memory card for camera	863	30.0%	121

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Population 18+		29,431	31,364
Households		16,238	17,408
Median Household Income		\$64,953	\$73,258
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	13,270	81.7%	110
Purchased home PC in last 12 months	2,916	18.0%	114
Purchased home PC 1-2 years ago	4,118	25.4%	113
Purchased home PC 3-4 years ago	3,601	22.2%	114
Purchased home PC 5+ years ago	1,635	10.1%	108
Spent <\$500 on home PC (most recent purchase)	1,435	8.8%	102
Spent \$500-999 on home PC (most recent purchase)	3,264	20.1%	113
Spent \$1000-1499 on home PC (most recent purchase)	2,453	15.1%	116
Spent \$1500-1999 on home PC (most recent purchase)	1,374	8.5%	119
Spent \$2000+ on home PC (most recent purchase)	1,125	6.9%	112
Purchased home PC at computer superstore	2,460	15.2%	119
Purchased home PC at department store	813	5.0%	101
Purchased home PC direct from manufacturer	2,457	15.1%	109
Purchased home PC at electronics store	2,231	13.7%	125
Purchased home PC on Internet	1,637	10.1%	117
Purchased home PC at warehouse discount outlet	388	2.4%	109
HH owns desktop PC	10,240	63.1%	110
HH owns laptop/notebook/tablet PC	6,057	37.3%	120
HH owns any Apple/Apple Mac clone brand PC	984	6.1%	97
HH owns any IBM/IBM compatible brand PC	12,240	75.4%	112
Brand of PC that HH owns: Compaq	1,580	9.7%	115
Brand of PC that HH owns: Dell	5,500	33.9%	110
Brand of PC that HH owns: Gateway	1,103	6.8%	102
Brand of PC that HH owns: Hewlett Packard	2,952	18.2%	117
Brand of PC that HH owns: Sony Vaio	547	3.4%	116
Child (under 18) uses home PC	3,799	23.4%	111
HH owns CD burner	7,104	43.8%	119
HH owns CD ROM drive	7,176	44.2%	113
HH owns DVD drive	4,934	30.4%	122
HH owns DVD-RW (DVD burner)	3,963	24.4%	119
HH owns external hard drive	2,687	16.6%	117
HH owns flash drive	4,150	25.6%	125
HH owns LAN/network interface card	2,319	14.3%	129
HH owns inkjet printer	7,705	47.5%	111
HH owns laser printer	2,689	16.6%	121
HH owns modem/fax modem	3,920	24.1%	116
HH owns removable cartridge storage device	1,066	6.6%	113
HH owns scanner	5,282	32.5%	114
HH owns PC speakers	7,692	47.4%	114
HH owns tape backup	421	2.6%	97
HH owns webcam	2,341	14.4%	127
HH owns software: accounting	1,632	10.0%	113
HH owns software: communications/fax	1,517	9.3%	114
HH owns software: database/filing	1,470	9.1%	111
HH owns software: desktop publishing	2,309	14.2%	117

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,969	12.1%	121
HH owns software: entertainment/games	5,437	33.5%	115
HH owns software: online meeting/conference	558	3.4%	120
HH owns software: personal finance/tax prep	2,868	17.7%	125
HH owns software: presentation graphics	1,528	9.4%	118
HH owns software: multimedia	3,065	18.9%	123
HH owns software: networking	2,208	13.6%	121
HH owns software: security/anti-virus	5,483	33.8%	120
HH owns software: spreadsheet	4,599	28.3%	123
HH owns software: utility	1,371	8.4%	119
HH owns software: web authoring	647	4.0%	115
HH owns software: word processing	6,523	40.2%	119
Spent \$500+ on software for home PC in last 12 mo	416	2.6%	107
Purchased computer book in last 12 months	776	4.8%	111
HH owns fax machine	998	6.1%	102
Purchased audio equipment in last 12 months	1,676	10.3%	106
Purchased headphones in last 12 months	664	4.1%	103
HH owns camcorder	3,593	22.1%	114
Purchased camcorder in last 12 months	401	2.5%	116
HH owns CD player	8,099	49.9%	108
Purchased CD player in last 12 months	602	3.7%	96
HH owns DVD player	11,442	70.5%	106
Purchased DVD player in last 12 months	1,690	10.4%	107
HH owns 1 TV	2,818	17.4%	88
HH owns 2 TVs	4,402	27.1%	103
HH owns 3 TVs	3,851	23.7%	106
HH owns 4+ TVs	3,500	21.6%	103
HH owns miniature screen TV (<13 in)	1,332	8.2%	104
Most recent TV purchase: miniature screen (<13 in)	428	2.6%	95
HH owns regular screen TV (13-26 in)	7,047	43.4%	100
Most recent TV purchase: regular screen (13-26 in)	3,404	21.0%	90
HH owns large screen TV (27-35 in)	7,805	48.1%	103
Most recent TV purchase: large screen (27-35 in)	5,061	31.2%	99
HH owns big screen TV (36-42 in)	3,458	21.3%	113
Most recent TV purchase: big screen (36-42 in)	2,577	15.9%	112
HH owns giant screen TV (over 42 in)	2,684	16.5%	116
Most recent TV purchase: giant screen (over 42 in)	2,121	13.1%	117
HH owns LCD TV	3,492	21.5%	112
HH owns plasma TV	1,511	9.3%	112
HH owns projection TV	1,010	6.2%	115
HH owns video game system	6,074	37.4%	112
Purchased video game system in last 12 months	2,006	12.4%	115
HH owns video game system: handheld	2,778	17.1%	111
HH owns video game system: attached to TV/computer	5,387	33.2%	112
HH owns video game system: Game Boy	1,193	7.3%	107
HH owns video game system: Game Boy Advance/SP	1,251	7.7%	117
HH owns video game system: Nintendo DS	1,394	8.6%	113

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	921	5.7%	113
HH owns video game system: Nintendo Wii	1,265	7.8%	115
HH owns video game system: PlayStation 2	2,829	17.4%	106
HH owns video game system: PlayStation 3	643	4.0%	109
HH owns video game system: Sony PlayStation/PS One	673	4.1%	103
HH owns video game system: Sony PSP	556	3.4%	117
HH owns video game system: Xbox	1,181	7.3%	122
HH owns video game system: Xbox 360	1,283	7.9%	122
HH purchased 5+ video games in last 12 months	1,250	7.7%	119
HH spent \$101+ on video games in last 12 months	1,583	9.8%	121
Owns MP3 player	9,334	31.7%	118
Purchased MP3 player in last 12 months	3,595	12.2%	120
Owns Apple iPod	3,665	12.5%	112
Purchased Apple iPod in last 12 months	1,089	3.7%	109
Have any access to the Internet	26,691	90.7%	107
Have access to Internet: at home	23,122	78.6%	112
Have access to Internet: at work	13,600	46.2%	124
Have access to Internet: at school/library	7,874	26.8%	106
Have access to Internet: not hm/work/school/library	6,133	20.8%	107
Use Internet less than once a week	937	3.2%	80
Use Internet 1-2 times per week	1,405	4.8%	87
Use Internet 3-6 times per week	2,365	8.0%	100
Use Internet once a day	3,600	12.2%	111
Use Internet 2-4 times per day	5,866	19.9%	113
Use Internet 5 or more times per day	9,287	31.6%	126
Any Internet or online usage in last 30 days	23,453	79.7%	113
Used Internet in last 30 days: at home	21,021	71.4%	115
Used Internet in last 30 days: at work	11,890	40.4%	127
Used Internet in last 30 days: at school/library	2,547	8.7%	112
Used Internet/30 days: not home/work/school/library	2,830	9.6%	104
Internet last 30 days: used email	21,255	72.2%	116
Internet last 30 days: used Instant Messenger	8,526	29.0%	114
Internet last 30 days: paid bills online	12,369	42.0%	128
Internet last 30 days: visited online blog	3,242	11.0%	115
Internet last 30 days: wrote online blog	1,216	4.1%	112
Internet last 30 days: visited chat room	1,380	4.7%	101
Internet last 30 days: looked for employment	4,498	15.3%	117
Internet last 30 days: played games online	6,739	22.9%	109
Internet last 30 days: traded/tracked investments	3,705	12.6%	113
Internet last 30 days: downloaded music	6,177	21.0%	114
Internet last 30 days: made phone call	1,237	4.2%	114
Internet last 30 days: made personal purchase	10,689	36.3%	118
Internet last 30 days: made business purchase	3,292	11.2%	117
Internet last 30 days: made travel plans	6,001	20.4%	118
Internet last 30 days: watched online video	6,661	22.6%	118
Internet last 30 days: obtained new/used car info	3,184	10.8%	122
Internet last 30 days: obtained financial info	8,862	30.1%	126
Internet last 30 days: obtained medical info	5,634	19.1%	115
Internet last 30 days: obtained latest news	13,690	46.5%	121
Internet last 30 days: obtained real estate info	3,973	13.5%	125

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	8,337	28.3%	122
Ordered anything on Internet in last 12 months	12,006	40.8%	118
Ordered on Internet/12 mo: airline ticket	5,919	20.1%	120
Ordered on Internet/12 mo: CD/tape	1,398	4.7%	109
Ordered on Internet/12 mo: clothing	4,897	16.6%	115
Ordered on Internet/12 mo: computer	1,084	3.7%	108
Ordered on Internet/12 mo: computer peripheral	1,373	4.7%	107
Ordered on Internet/12 mo: DVD	2,209	7.5%	114
Ordered on Internet/12 mo: flowers	1,555	5.3%	114
Ordered on Internet/12 mo: software	1,950	6.6%	116
Ordered on Internet/12 mo: tickets (concerts etc.)	3,242	11.0%	114
Ordered on Internet/12 mo: toy	1,468	5.0%	100
Purchased item from amazon.com in last 12 months	4,452	15.1%	108
Purchased item from barnes&noble.com in last 12 mo	991	3.4%	105
Purchased item from bestbuy.com in last 12 months	887	3.0%	120
Purchased item from ebay.com in last 12 months	2,992	10.2%	109
Purchased item from walmart.com in last 12 months	1,447	4.9%	120
Spent on Internet orders last 12 months: <\$100	1,798	6.1%	112
Spent on Internet orders last 12 months: \$100-199	1,782	6.1%	112
Spent on Internet orders last 12 months: \$200-499	2,898	9.8%	118
Spent on Internet orders last 12 months: \$500+	4,947	16.8%	116
Connection to Internet from home: dial-up modem	2,079	7.1%	85
Connection to Internet from home: cable modem	9,550	32.5%	121
Connection to Internet from home: DSL	7,687	26.1%	106
Connection to Internet from home: wireless	5,017	17.0%	124
Connection to Internet from home: any broadband	20,202	68.6%	116
DVDs rented in last 30 days: 1	955	3.2%	123
DVDs rented in last 30 days: 2	1,611	5.5%	118
DVDs rented in last 30 days: 3	981	3.3%	104
DVDs rented in last 30 days: 4	1,285	4.4%	113
DVDs rented in last 30 days: 5+	4,782	16.3%	123
Rented video tape/DVD last month: action/adventure	7,000	23.8%	118
Rented video tape/DVD last month: classic	1,631	5.5%	107
Rented video tape/DVD last month: comedy	7,322	24.9%	120
Rented video tape/DVD last month: drama	4,849	16.5%	121
Rented video tape/DVD last month: family/children	2,964	10.1%	113
Rented video tape/DVD last month: foreign	561	1.9%	96
Rented video tape/DVD last month: horror	2,287	7.8%	105
Rented video tape/DVD last month: romance	2,497	8.5%	113
Rented video tape/DVD last month: science fiction	1,753	6.0%	112
Rented video tape/DVD last mo at Blockbuster Video	4,538	15.4%	128
Rented video tape/DVD last mo at Hollywood Video	1,611	5.5%	132
Bought video tape/DVD last month: action/adventure	2,798	9.5%	114
Bought video tape/DVD last month: classic	822	2.8%	103
Bought video tape/DVD last month: comedy	2,587	8.8%	109
Bought video tape/DVD last month: drama	1,526	5.2%	120
Bought video tape/DVD last month: family/children	1,893	6.4%	109
Bought video tape/DVD last month: horror	702	2.4%	76
Bought video tape/DVD last month: romance	765	2.6%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	785	2.7%	107
Bought blank video tape in last 6 months	3,328	11.3%	100
Bought 7+ blank video tapes in last 6 months	743	2.5%	97
DVDs purchased in last 30 days: 1	1,665	5.7%	114
DVDs purchased in last 30 days: 2	1,685	5.7%	121
DVDs purchased in last 30 days: 3-4	1,489	5.1%	109
DVDs purchased in last 30 days: 5+	1,452	4.9%	95
Bought any camera in last 12 months	3,752	12.7%	99
Spent on cameras in last 12 months: <\$100	1,193	4.1%	92
Spent on cameras in last 12 months: \$100-199	888	3.0%	100
Spent on cameras in last 12 months: \$200+	1,187	4.0%	101
Own APS (point & shoot or SLR) camera	826	2.8%	102
Own digital camera	11,330	38.5%	117
Bought digital camera in last 12 months	2,132	7.2%	106
Own digital point & shoot camera	8,570	29.1%	117
Bought digital point & shoot camera in last 12 mo	1,528	5.2%	105
Own digital SLR camera	3,119	10.6%	114
Bought digital SLR camera in last 12 months	658	2.2%	99
Own 35mm auto focus point & shoot camera	1,442	4.9%	105
Own 35mm auto focus single lens reflex camera	744	2.5%	106
Own 35mm auto focus zoom camera	1,721	5.8%	104
Own 35mm single lens reflex camera	840	2.9%	95
Own Canon camera	5,474	18.6%	118
Bought Canon camera in last 12 months	732	2.5%	117
Own Fuji camera	1,097	3.7%	92
Own Kodak camera	3,571	12.1%	103
Bought Kodak camera in last 12 months	782	2.7%	89
Own Nikon camera	1,759	6.0%	110
Own Olympus camera	1,470	5.0%	110
Own Polaroid camera	592	2.0%	82
Bought any camera accessory in last 12 months	14,076	47.8%	112
Bought film in last 12 months	5,847	19.9%	104
Bought film in last 12 months: <3 rolls	2,702	9.2%	103
Bought film in last 12 months: 3-6 rolls	1,841	6.3%	100
Bought film in last 12 months: 7+ rolls	1,303	4.4%	105
Bought film in last 12 mo: APS (color prints)	827	2.8%	105
Bought film in last 12 mo: instant developing	554	1.9%	94
Bought film in last 12 mo: 35mm (black & white)	265	0.9%	95
Bought film in last 12 mo: 35mm (color prints)	3,480	11.8%	104
Bought Fuji film in last 12 months	1,437	4.9%	97
Bought Kodak film in last 12 months	3,656	12.4%	105
Bought store-brand film in last 12 months	663	2.3%	106
Purchased film in last 12 mo: department store	852	2.9%	78
Purchased film in last 12 mo: discount store	1,552	5.3%	111

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,434	4.9%	104
Purchased film in last 12 mo: grocery store	674	2.3%	107
Purchased film in last 12 mo: 1 hour service store	814	2.8%	109
Had film processed at discount store	1,170	4.0%	120
Had film processed at drug store	1,253	4.3%	100
Had film processed at 1 hour service store	913	3.1%	107
Bought memory card for camera in last 12 months	2,480	8.4%	110
Own memory card for camera	8,371	28.4%	115

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Population 18+		67,764	71,113
Households		35,965	37,890
Median Household Income		\$65,442	\$73,946
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	29,224	81.3%	110
Purchased home PC in last 12 months	6,365	17.7%	113
Purchased home PC 1-2 years ago	9,150	25.4%	113
Purchased home PC 3-4 years ago	7,961	22.1%	114
Purchased home PC 5+ years ago	3,561	9.9%	106
Spent <\$500 on home PC (most recent purchase)	3,240	9.0%	104
Spent \$500-999 on home PC (most recent purchase)	7,261	20.2%	113
Spent \$1000-1499 on home PC (most recent purchase)	5,309	14.8%	113
Spent \$1500-1999 on home PC (most recent purchase)	2,930	8.1%	115
Spent \$2000+ on home PC (most recent purchase)	2,441	6.8%	109
Purchased home PC at computer superstore	5,413	15.1%	118
Purchased home PC at department store	1,775	4.9%	100
Purchased home PC direct from manufacturer	5,442	15.1%	109
Purchased home PC at electronics store	4,695	13.1%	118
Purchased home PC on Internet	3,542	9.8%	115
Purchased home PC at warehouse discount outlet	843	2.3%	107
HH owns desktop PC	22,770	63.3%	110
HH owns laptop/notebook/tablet PC	12,998	36.1%	116
HH owns any Apple/Mac clone brand PC	2,190	6.1%	97
HH owns any IBM/IBM compatible brand PC	26,929	74.9%	111
Brand of PC that HH owns: Compaq	3,461	9.6%	114
Brand of PC that HH owns: Dell	12,215	34.0%	110
Brand of PC that HH owns: Gateway	2,522	7.0%	105
Brand of PC that HH owns: Hewlett Packard	6,462	18.0%	115
Brand of PC that HH owns: Sony Vaio	1,155	3.2%	111
Child (under 18) uses home PC	8,733	24.3%	115
HH owns CD burner	15,379	42.8%	116
HH owns CD ROM drive	15,821	44.0%	112
HH owns DVD drive	10,503	29.2%	117
HH owns DVD-RW (DVD burner)	8,589	23.9%	116
HH owns external hard drive	5,902	16.4%	116
HH owns flash drive	8,984	25.0%	122
HH owns LAN/network interface card	4,931	13.7%	124
HH owns inkjet printer	17,103	47.6%	111
HH owns laser printer	5,831	16.2%	118
HH owns modem/fax modem	8,496	23.6%	114
HH owns removable cartridge storage device	2,346	6.5%	112
HH owns scanner	11,691	32.5%	114
HH owns PC speakers	16,872	46.9%	113
HH owns tape backup	966	2.7%	101
HH owns webcam	4,888	13.6%	120
HH owns software: accounting	3,612	10.0%	113
HH owns software: communications/fax	3,307	9.2%	113
HH owns software: database/filing	3,192	8.9%	109
HH owns software: desktop publishing	5,010	13.9%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	4,253	11.8%	118
HH owns software: entertainment/games	11,844	32.9%	114
HH owns software: online meeting/conference	1,194	3.3%	116
HH owns software: personal finance/tax prep	6,267	17.4%	123
HH owns software: presentation graphics	3,296	9.2%	115
HH owns software: multimedia	6,528	18.2%	119
HH owns software: networking	4,768	13.3%	118
HH owns software: security/anti-virus	11,801	32.8%	117
HH owns software: spreadsheet	9,966	27.7%	120
HH owns software: utility	2,920	8.1%	115
HH owns software: web authoring	1,364	3.8%	110
HH owns software: word processing	14,220	39.5%	118
Spent \$500+ on software for home PC in last 12 mo	908	2.5%	106
Purchased computer book in last 12 months	1,740	4.8%	112
HH owns fax machine	2,274	6.3%	105
Purchased audio equipment in last 12 months	3,698	10.3%	106
Purchased headphones in last 12 months	1,453	4.0%	101
HH owns camcorder	8,040	22.4%	115
Purchased camcorder in last 12 months	848	2.4%	111
HH owns CD player	18,057	50.2%	109
Purchased CD player in last 12 months	1,430	4.0%	103
HH owns DVD player	25,303	70.4%	106
Purchased DVD player in last 12 months	3,709	10.3%	106
HH owns 1 TV	6,019	16.7%	85
HH owns 2 TVs	9,585	26.7%	101
HH owns 3 TVs	8,487	23.6%	105
HH owns 4+ TVs	8,249	22.9%	109
HH owns miniature screen TV (<13 in)	3,024	8.4%	106
Most recent TV purchase: miniature screen (<13 in)	941	2.6%	94
HH owns regular screen TV (13-26 in)	15,715	43.7%	101
Most recent TV purchase: regular screen (13-26 in)	7,738	21.5%	92
HH owns large screen TV (27-35 in)	17,405	48.4%	104
Most recent TV purchase: large screen (27-35 in)	11,258	31.3%	99
HH owns big screen TV (36-42 in)	7,656	21.3%	113
Most recent TV purchase: big screen (36-42 in)	5,648	15.7%	111
HH owns giant screen TV (over 42 in)	5,980	16.6%	117
Most recent TV purchase: giant screen (over 42 in)	4,693	13.0%	117
HH owns LCD TV	7,721	21.5%	112
HH owns plasma TV	3,303	9.2%	111
HH owns projection TV	2,229	6.2%	115
HH owns video game system	13,531	37.6%	112
Purchased video game system in last 12 months	4,506	12.5%	116
HH owns video game system: handheld	6,315	17.6%	114
HH owns video game system: attached to TV/computer	11,975	33.3%	113
HH owns video game system: Game Boy	2,751	7.7%	111
HH owns video game system: Game Boy Advance/SP	2,762	7.7%	116
HH owns video game system: Nintendo DS	3,225	9.0%	118

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	2,059	5.7%	114
HH owns video game system: Nintendo Wii	2,841	7.9%	117
HH owns video game system: PlayStation 2	6,428	17.9%	108
HH owns video game system: PlayStation 3	1,427	4.0%	110
HH owns video game system: Sony PlayStation/PS One	1,561	4.3%	107
HH owns video game system: Sony PSP	1,206	3.4%	114
HH owns video game system: Xbox	2,561	7.1%	120
HH owns video game system: Xbox 360	2,783	7.7%	120
HH purchased 5+ video games in last 12 months	2,740	7.6%	117
HH spent \$101+ on video games in last 12 months	3,462	9.6%	119
Owns MP3 player	20,789	30.7%	114
Purchased MP3 player in last 12 months	8,035	11.9%	116
Owns Apple iPod	8,324	12.3%	111
Purchased Apple iPod in last 12 months	2,589	3.8%	113
Have any access to the Internet	61,344	90.5%	107
Have access to Internet: at home	53,278	78.6%	112
Have access to Internet: at work	30,404	44.9%	120
Have access to Internet: at school/library	18,110	26.7%	106
Have access to Internet: not hm/work/school/library	14,002	20.7%	107
Use Internet less than once a week	2,295	3.4%	85
Use Internet 1-2 times per week	3,375	5.0%	90
Use Internet 3-6 times per week	5,501	8.1%	101
Use Internet once a day	8,360	12.3%	112
Use Internet 2-4 times per day	13,652	20.1%	114
Use Internet 5 or more times per day	20,561	30.3%	121
Any Internet or online usage in last 30 days	53,738	79.3%	112
Used Internet in last 30 days: at home	48,203	71.1%	115
Used Internet in last 30 days: at work	26,479	39.1%	123
Used Internet in last 30 days: at school/library	5,440	8.0%	104
Used Internet/30 days: not home/work/school/library	6,537	9.6%	104
Internet last 30 days: used email	48,498	71.6%	115
Internet last 30 days: used Instant Messenger	19,330	28.5%	113
Internet last 30 days: paid bills online	27,581	40.7%	124
Internet last 30 days: visited online blog	7,288	10.8%	112
Internet last 30 days: wrote online blog	2,772	4.1%	111
Internet last 30 days: visited chat room	3,086	4.6%	98
Internet last 30 days: looked for employment	10,094	14.9%	114
Internet last 30 days: played games online	15,570	23.0%	109
Internet last 30 days: traded/tracked investments	8,767	12.9%	116
Internet last 30 days: downloaded music	14,145	20.9%	113
Internet last 30 days: made phone call	2,726	4.0%	109
Internet last 30 days: made personal purchase	24,467	36.1%	117
Internet last 30 days: made business purchase	7,595	11.2%	118
Internet last 30 days: made travel plans	13,704	20.2%	117
Internet last 30 days: watched online video	14,937	22.0%	115
Internet last 30 days: obtained new/used car info	7,139	10.5%	119
Internet last 30 days: obtained financial info	19,980	29.5%	123
Internet last 30 days: obtained medical info	12,949	19.1%	114
Internet last 30 days: obtained latest news	31,007	45.8%	119
Internet last 30 days: obtained real estate info	8,942	13.2%	123

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	19,007	28.0%	121
Ordered anything on Internet in last 12 months	27,733	40.9%	118
Ordered on Internet/12 mo: airline ticket	13,661	20.2%	120
Ordered on Internet/12 mo: CD/tape	3,283	4.8%	111
Ordered on Internet/12 mo: clothing	11,258	16.6%	114
Ordered on Internet/12 mo: computer	2,582	3.8%	111
Ordered on Internet/12 mo: computer peripheral	3,266	4.8%	111
Ordered on Internet/12 mo: DVD	4,974	7.3%	112
Ordered on Internet/12 mo: flowers	3,738	5.5%	119
Ordered on Internet/12 mo: software	4,502	6.6%	117
Ordered on Internet/12 mo: tickets (concerts etc.)	7,590	11.2%	116
Ordered on Internet/12 mo: toy	3,635	5.4%	108
Purchased item from amazon.com in last 12 months	10,636	15.7%	112
Purchased item from barnes&noble.com in last 12 mo	2,453	3.6%	113
Purchased item from bestbuy.com in last 12 months	2,016	3.0%	118
Purchased item from ebay.com in last 12 months	6,950	10.3%	110
Purchased item from walmart.com in last 12 months	3,247	4.8%	117
Spent on Internet orders last 12 months: <\$100	4,177	6.2%	113
Spent on Internet orders last 12 months: \$100-199	4,001	5.9%	109
Spent on Internet orders last 12 months: \$200-499	6,564	9.7%	116
Spent on Internet orders last 12 months: \$500+	11,631	17.2%	118
Connection to Internet from home: dial-up modem	4,859	7.2%	86
Connection to Internet from home: cable modem	21,867	32.3%	120
Connection to Internet from home: DSL	18,077	26.7%	108
Connection to Internet from home: wireless	11,394	16.8%	122
Connection to Internet from home: any broadband	46,381	68.4%	116
DVDs rented in last 30 days: 1	2,074	3.1%	116
DVDs rented in last 30 days: 2	3,610	5.3%	115
DVDs rented in last 30 days: 3	2,210	3.3%	102
DVDs rented in last 30 days: 4	2,879	4.2%	110
DVDs rented in last 30 days: 5+	10,701	15.8%	120
Rented video tape/DVD last month: action/adventure	15,841	23.4%	116
Rented video tape/DVD last month: classic	3,726	5.5%	106
Rented video tape/DVD last month: comedy	16,401	24.2%	117
Rented video tape/DVD last month: drama	10,767	15.9%	117
Rented video tape/DVD last month: family/children	6,955	10.3%	115
Rented video tape/DVD last month: foreign	1,291	1.9%	96
Rented video tape/DVD last month: horror	5,166	7.6%	103
Rented video tape/DVD last month: romance	5,730	8.5%	113
Rented video tape/DVD last month: science fiction	3,938	5.8%	109
Rented video tape/DVD last mo at Blockbuster Video	10,144	15.0%	124
Rented video tape/DVD last mo at Hollywood Video	3,513	5.2%	125
Bought video tape/DVD last month: action/adventure	6,220	9.2%	110
Bought video tape/DVD last month: classic	1,802	2.7%	98
Bought video tape/DVD last month: comedy	5,827	8.6%	107
Bought video tape/DVD last month: drama	3,327	4.9%	114
Bought video tape/DVD last month: family/children	4,343	6.4%	109
Bought video tape/DVD last month: horror	1,676	2.5%	79
Bought video tape/DVD last month: romance	1,802	2.7%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,750	2.6%	104
Bought blank video tape in last 6 months	7,677	11.3%	100
Bought 7+ blank video tapes in last 6 months	1,671	2.5%	95
DVDs purchased in last 30 days: 1	3,774	5.6%	112
DVDs purchased in last 30 days: 2	3,770	5.6%	117
DVDs purchased in last 30 days: 3-4	3,294	4.9%	105
DVDs purchased in last 30 days: 5+	3,387	5.0%	96
Bought any camera in last 12 months	8,850	13.1%	102
Spent on cameras in last 12 months: <\$100	2,714	4.0%	90
Spent on cameras in last 12 months: \$100-199	2,198	3.2%	108
Spent on cameras in last 12 months: \$200+	2,733	4.0%	101
Own APS (point & shoot or SLR) camera	2,011	3.0%	108
Own digital camera	26,072	38.5%	117
Bought digital camera in last 12 months	4,948	7.3%	107
Own digital point & shoot camera	19,717	29.1%	117
Bought digital point & shoot camera in last 12 mo	3,525	5.2%	105
Own digital SLR camera	7,172	10.6%	114
Bought digital SLR camera in last 12 months	1,552	2.3%	102
Own 35mm auto focus point & shoot camera	3,370	5.0%	106
Own 35mm auto focus single lens reflex camera	1,710	2.5%	106
Own 35mm auto focus zoom camera	3,943	5.8%	104
Own 35mm single lens reflex camera	2,180	3.2%	107
Own Canon camera	12,361	18.2%	116
Bought Canon camera in last 12 months	1,610	2.4%	112
Own Fuji camera	2,665	3.9%	97
Own Kodak camera	8,368	12.3%	104
Bought Kodak camera in last 12 months	1,825	2.7%	91
Own Nikon camera	4,105	6.1%	112
Own Olympus camera	3,554	5.2%	115
Own Polaroid camera	1,408	2.1%	84
Bought any camera accessory in last 12 months	32,592	48.1%	113
Bought film in last 12 months	13,459	19.9%	104
Bought film in last 12 months: <3 rolls	6,130	9.0%	102
Bought film in last 12 months: 3-6 rolls	4,279	6.3%	101
Bought film in last 12 months: 7+ rolls	3,046	4.5%	106
Bought film in last 12 mo: APS (color prints)	1,902	2.8%	105
Bought film in last 12 mo: instant developing	1,311	1.9%	97
Bought film in last 12 mo: 35mm (black & white)	616	0.9%	96
Bought film in last 12 mo: 35mm (color prints)	7,984	11.8%	103
Bought Fuji film in last 12 months	3,244	4.8%	95
Bought Kodak film in last 12 months	8,486	12.5%	106
Bought store-brand film in last 12 months	1,500	2.2%	104
Purchased film in last 12 mo: department store	2,043	3.0%	81
Purchased film in last 12 mo: discount store	3,422	5.1%	106

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	3,306	4.9%	104
Purchased film in last 12 mo: grocery store	1,483	2.2%	102
Purchased film in last 12 mo: 1 hour service store	1,694	2.5%	98
Had film processed at discount store	2,489	3.7%	111
Had film processed at drug store	2,973	4.4%	103
Had film processed at 1 hour service store	2,007	3.0%	102
Bought memory card for camera in last 12 months	5,736	8.5%	111
Own memory card for camera	19,494	28.8%	116

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Population 18+		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	1,578	54.8%	111
Bank/financial institution: use savings & loan	311	10.8%	103
Bank/financial institution: use credit union	777	27.0%	119
Bank/financial institution: use fed savings bank	76	2.6%	115
Bank/financial institution: use mutual funds co	97	3.4%	103
Bank/financial institution: use Internet Bank	133	4.6%	107
Used ATM/cash machine in last 12 months	1,651	57.3%	113
Banked in person in last 12 months	1,641	57.0%	110
Banked by mail in last 12 months	170	5.9%	110
Banked by phone in last 12 months	520	18.0%	120
Did banking over the Internet in last 12 months	964	33.5%	123
Used direct deposit of paycheck in last 12 months	1,294	44.9%	116
Have interest checking account	1,041	36.1%	112
Have non-interest checking account	862	29.9%	112
Have money market account	401	13.9%	113
Have savings account	1,220	42.3%	116
Have 401K retirement savings	637	22.1%	125
Have IRA retirement savings	474	16.5%	109
Have auto loan for new car	405	14.1%	122
Have personal loan for education only	141	4.9%	121
Have personal loan-not for education	85	3.0%	117
Have home mortgage (1st)	697	24.2%	126
Have 2nd mortgage (equity loan)	233	8.1%	129
Have home equity line of credit	205	7.1%	118
Have personal line of credit	143	5.0%	110
Have overdraft protection	465	16.1%	121
Own any securities investment	844	29.3%	117
Own annuities	80	2.8%	91
Own certificate of deposit (6 months or less)	110	3.8%	109
Own certificate of deposit (more than 6 months)	173	6.0%	108
Own common/preferred stock in company you work for	111	3.9%	128
Own common stock in company you don't work for	196	6.8%	108
Own insured money market account (bank)	62	2.2%	104
Own shares in money market fund	218	7.6%	114
Own shares in mutual fund (bonds)	189	6.6%	111
Own shares in mutual fund (stock)	310	10.8%	114
Own any stock	308	10.7%	116
Own stock with market value <\$10000	103	3.6%	115
Own stock with market value \$10000-49999	84	2.9%	116
Own stock with market value \$50000+	72	2.5%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	225		7.8%	114
Used financial planning counsel in last 12 months	245		8.5%	108
Used full service brokerage firm in last 12 months	176		6.1%	99
Own any credit/debit card (in own name)	2,308		80.1%	108
Own American Express card (in own name)	373		12.9%	104
Own Discover card (in own name)	366		12.7%	114
Own MasterCard (in own name)	1,081		37.5%	110
Own Visa (in own name)	1,584		55.0%	112
Own any department store credit card (in own name)	998		34.6%	112
Avg monthly credit card expenditures: <\$111	434		15.1%	109
Avg monthly credit card expenditures: \$111-225	240		8.3%	107
Avg monthly credit card expenditures: \$226-450	257		8.9%	119
Avg monthly credit card expenditures: \$451-700	207		7.2%	113
Avg monthly credit card expenditures: \$701+	413		14.3%	107

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March 27, 2012



# Financial Investments Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Population 18+		29,431	31,364
Households		16,238	17,408
Median Household Income		\$64,953	\$73,258
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	15,413	52.4%	106
Bank/financial institution: use savings & loan	3,067	10.4%	100
Bank/financial institution: use credit union	7,965	27.1%	120
Bank/financial institution: use fed savings bank	682	2.3%	101
Bank/financial institution: use mutual funds co	1,046	3.6%	109
Bank/financial institution: use Internet Bank	1,465	5.0%	115
Used ATM/cash machine in last 12 months	17,245	58.6%	115
Banked in person in last 12 months	16,410	55.8%	108
Banked by mail in last 12 months	1,679	5.7%	107
Banked by phone in last 12 months	5,174	17.6%	117
Did banking over the Internet in last 12 months	10,293	35.0%	128
Used direct deposit of paycheck in last 12 months	13,105	44.5%	115
Have interest checking account	10,200	34.7%	108
Have non-interest checking account	8,948	30.4%	114
Have money market account	3,805	12.9%	105
Have savings account	12,333	41.9%	115
Have 401K retirement savings	6,317	21.5%	121
Have IRA retirement savings	4,892	16.6%	110
Have auto loan for new car	4,064	13.8%	120
Have personal loan for education only	1,422	4.8%	119
Have personal loan-not for education	747	2.5%	101
Have home mortgage (1st)	6,807	23.1%	120
Have 2nd mortgage (equity loan)	2,158	7.3%	117
Have home equity line of credit	1,915	6.5%	108
Have personal line of credit	1,361	4.6%	102
Have overdraft protection	4,554	15.5%	116
Own any securities investment	8,114	27.6%	110
Own annuities	905	3.1%	101
Own certificate of deposit (6 months or less)	1,017	3.5%	98
Own certificate of deposit (more than 6 months)	1,666	5.7%	102
Own common/preferred stock in company you work for	1,039	3.5%	117
Own common stock in company you don't work for	1,846	6.3%	99
Own insured money market account (bank)	618	2.1%	102
Own shares in money market fund	2,110	7.2%	108
Own shares in mutual fund (bonds)	1,914	6.5%	110
Own shares in mutual fund (stock)	3,161	10.7%	114
Own any stock	2,889	9.8%	107
Own stock with market value <\$10000	982	3.3%	107
Own stock with market value \$10000-49999	811	2.8%	110
Own stock with market value \$50000+	717	2.4%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	2,337		7.9%	116
Used financial planning counsel in last 12 months	2,555		8.7%	111
Used full service brokerage firm in last 12 months	1,907		6.5%	105
Own any credit/debit card (in own name)	23,536		80.0%	108
Own American Express card (in own name)	4,071		13.8%	111
Own Discover card (in own name)	3,650		12.4%	111
Own MasterCard (in own name)	10,926		37.1%	108
Own Visa (in own name)	16,497		56.1%	114
Own any department store credit card (in own name)	9,919		33.7%	109
Avg monthly credit card expenditures: <\$111	4,472		15.2%	110
Avg monthly credit card expenditures: \$111-225	2,405		8.2%	105
Avg monthly credit card expenditures: \$226-450	2,476		8.4%	113
Avg monthly credit card expenditures: \$451-700	2,052		7.0%	109
Avg monthly credit card expenditures: \$701+	4,258		14.5%	108

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015	
Population		91,686	96,178	
Population 18+		67,764	71,113	
Households		35,965	37,890	
Median Household Income		\$65,442	\$73,946	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		35,543	52.5%	106
Bank/financial institution: use savings & loan		7,089	10.5%	100
Bank/financial institution: use credit union		18,310	27.0%	119
Bank/financial institution: use fed savings bank		1,547	2.3%	99
Bank/financial institution: use mutual funds co		2,493	3.7%	113
Bank/financial institution: use Internet Bank		3,230	4.8%	110
Used ATM/cash machine in last 12 months		39,502	58.3%	115
Banked in person in last 12 months		37,680	55.6%	107
Banked by mail in last 12 months		3,952	5.8%	109
Banked by phone in last 12 months		11,646	17.2%	115
Did banking over the Internet in last 12 months		23,063	34.0%	125
Used direct deposit of paycheck in last 12 months		29,939	44.2%	115
Have interest checking account		24,138	35.6%	111
Have non-interest checking account		19,968	29.5%	111
Have money market account		9,311	13.7%	112
Have savings account		28,180	41.6%	114
Have 401K retirement savings		14,657	21.6%	122
Have IRA retirement savings		11,479	16.9%	112
Have auto loan for new car		9,174	13.5%	117
Have personal loan for education only		3,202	4.7%	117
Have personal loan-not for education		1,585	2.3%	93
Have home mortgage (1st)		15,877	23.4%	122
Have 2nd mortgage (equity loan)		5,238	7.7%	123
Have home equity line of credit		4,642	6.9%	114
Have personal line of credit		3,297	4.9%	108
Have overdraft protection		10,514	15.5%	117
Own any securities investment		18,835	27.8%	111
Own annuities		2,177	3.2%	106
Own certificate of deposit (6 months or less)		2,414	3.6%	101
Own certificate of deposit (more than 6 months)		3,897	5.8%	103
Own common/preferred stock in company you work for		2,400	3.5%	117
Own common stock in company you don't work for		4,573	6.7%	107
Own insured money market account (bank)		1,515	2.2%	108
Own shares in money market fund		5,058	7.5%	112
Own shares in mutual fund (bonds)		4,575	6.8%	114
Own shares in mutual fund (stock)		7,392	10.9%	116
Own any stock		6,853	10.1%	110
Own stock with market value <\$10000		2,219	3.3%	105
Own stock with market value \$10000-49999		1,945	2.9%	115
Own stock with market value \$50000+		1,716	2.5%	101

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	5,240		7.7%	113
Used financial planning counsel in last 12 months	6,023		8.9%	113
Used full service brokerage firm in last 12 months	4,588		6.8%	109
Own any credit/debit card (in own name)	54,055		79.8%	108
Own American Express card (in own name)	9,412		13.9%	112
Own Discover card (in own name)	8,377		12.4%	110
Own MasterCard (in own name)	25,386		37.5%	109
Own Visa (in own name)	37,542		55.4%	113
Own any department store credit card (in own name)	22,908		33.8%	109
Avg monthly credit card expenditures: <\$111	9,928		14.7%	106
Avg monthly credit card expenditures: \$111-225	5,487		8.1%	104
Avg monthly credit card expenditures: \$226-450	5,617		8.3%	111
Avg monthly credit card expenditures: \$451-700	4,727		7.0%	109
Avg monthly credit card expenditures: \$701+	10,233		15.1%	113

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Population 18+		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	968	58.1%	112
HH owns any bird	48	2.9%	99
HH owns any cat	461	27.7%	115
HH owns any dog	710	42.6%	113
HH owns 1 cat	238	14.3%	112
HH owns 2+ cats	223	13.4%	116
HH owns 1 dog	433	26.0%	111
HH owns 2+ dogs	277	16.6%	113
HH used canned cat food in last 6 months	221	13.3%	114
HH used <4 cans of cat food in last 7 days	81	4.9%	112
HH used 8+ cans of cat food in last 7 days	65	3.9%	108
HH used packaged dry cat food in last 6 months	439	26.4%	114
HH used <5 pounds of packaged dry cat food last mo	149	8.9%	110
HH used 11+ pounds of packaged dry cat food last mo	128	7.7%	107
HH used cat treats in last 6 months	198	11.9%	116
HH used cat litter in last 6 months	400	24.0%	117
HH used canned dog food in last 6 months	242	14.5%	110
HH used packaged dry dog food in last 6 months	689	41.4%	114
HH used <10 pounds of pkgd dry dog food last month	296	17.8%	107
HH used 25+ pounds of pkgd dry dog food last month	212	12.7%	116
HH used dog biscuits/treats in last 6 months	573	34.4%	116
HH used <2 packages of dog biscuits/treats last mo	276	16.6%	112
HH used 4+ packages of dog biscuits/treats last mo	109	6.5%	118
HH used flea/tick care prod for cat/dog last 12 mo	645	38.7%	114
HH member took pet to vet in last 12 mo: 1 time	246	14.8%	116
HH member took pet to vet in last 12 mo: 2 times	214	12.8%	116
HH member took pet to vet in last 12 mo: 3 times	109	6.5%	116
HH member took pet to vet in last 12 mo: 4 times	79	4.7%	114
HH member took pet to vet in last 12 mo: 5+ times	107	6.4%	115
Bought pet food from vet in last 12 months	94	5.6%	110
Bought flea control product from vet in last 12 mo	272	16.3%	122

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Population 18+		29,431	31,364
Households		16,238	17,408
Median Household Income		\$64,953	\$73,258
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	8,553	52.7%	102
HH owns any bird	402	2.5%	85
HH owns any cat	3,943	24.3%	101
HH owns any dog	6,178	38.0%	100
HH owns 1 cat	2,057	12.7%	99
HH owns 2+ cats	1,885	11.6%	100
HH owns 1 dog	3,906	24.1%	103
HH owns 2+ dogs	2,274	14.0%	95
HH used canned cat food in last 6 months	1,826	11.2%	97
HH used <4 cans of cat food in last 7 days	685	4.2%	97
HH used 8+ cans of cat food in last 7 days	529	3.3%	91
HH used packaged dry cat food in last 6 months	3,766	23.2%	100
HH used <5 pounds of packaged dry cat food last mo	1,359	8.4%	103
HH used 11+ pounds of packaged dry cat food last mo	1,036	6.4%	89
HH used cat treats in last 6 months	1,738	10.7%	104
HH used cat litter in last 6 months	3,466	21.3%	104
HH used canned dog food in last 6 months	2,087	12.9%	97
HH used packaged dry dog food in last 6 months	5,972	36.8%	101
HH used <10 pounds of pkgd dry dog food last month	2,674	16.5%	99
HH used 25+ pounds of pkgd dry dog food last month	1,730	10.7%	97
HH used dog biscuits/treats in last 6 months	4,941	30.4%	103
HH used <2 packages of dog biscuits/treats last mo	2,478	15.3%	103
HH used 4+ packages of dog biscuits/treats last mo	880	5.4%	98
HH used flea/tick care prod for cat/dog last 12 mo	5,433	33.5%	98
HH member took pet to vet in last 12 mo: 1 time	2,097	12.9%	102
HH member took pet to vet in last 12 mo: 2 times	1,877	11.6%	105
HH member took pet to vet in last 12 mo: 3 times	894	5.5%	98
HH member took pet to vet in last 12 mo: 4 times	697	4.3%	104
HH member took pet to vet in last 12 mo: 5+ times	960	5.9%	106
Bought pet food from vet in last 12 months	804	5.0%	97
Bought flea control product from vet in last 12 mo	2,201	13.6%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Population 18+		67,764	71,113
Households		35,965	37,890
Median Household Income		\$65,442	\$73,946
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	19,415	54.0%	104
HH owns any bird	980	2.7%	94
HH owns any cat	8,893	24.7%	103
HH owns any dog	14,142	39.3%	104
HH owns 1 cat	4,703	13.1%	102
HH owns 2+ cats	4,189	11.6%	101
HH owns 1 dog	8,931	24.8%	106
HH owns 2+ dogs	5,213	14.5%	99
HH used canned cat food in last 6 months	4,154	11.6%	99
HH used <4 cans of cat food in last 7 days	1,578	4.4%	101
HH used 8+ cans of cat food in last 7 days	1,173	3.3%	91
HH used packaged dry cat food in last 6 months	8,540	23.7%	102
HH used <5 pounds of packaged dry cat food last mo	3,018	8.4%	103
HH used 11+ pounds of packaged dry cat food last mo	2,382	6.6%	92
HH used cat treats in last 6 months	3,863	10.7%	105
HH used cat litter in last 6 months	7,756	21.6%	105
HH used canned dog food in last 6 months	4,771	13.3%	100
HH used packaged dry dog food in last 6 months	13,629	37.9%	104
HH used <10 pounds of pkgd dry dog food last month	6,099	17.0%	102
HH used 25+ pounds of pkgd dry dog food last month	3,971	11.0%	100
HH used dog biscuits/treats in last 6 months	11,281	31.4%	106
HH used <2 packages of dog biscuits/treats last mo	5,668	15.8%	106
HH used 4+ packages of dog biscuits/treats last mo	1,977	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo	12,349	34.3%	101
HH member took pet to vet in last 12 mo: 1 time	4,807	13.4%	105
HH member took pet to vet in last 12 mo: 2 times	4,131	11.5%	104
HH member took pet to vet in last 12 mo: 3 times	2,093	5.8%	103
HH member took pet to vet in last 12 mo: 4 times	1,566	4.4%	105
HH member took pet to vet in last 12 mo: 5+ times	2,164	6.0%	108
Bought pet food from vet in last 12 months	1,809	5.0%	98
Bought flea control product from vet in last 12 mo	5,034	14.0%	105

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March 27, 2012

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# Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Population 18+		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	924	32.1%	107
Exercise at club 2+ times per week	402	14.0%	114
Exercise at other facility (not club) 2+ times/wk	232	8.1%	100
Own stationary bicycle	193	6.7%	119
Own treadmill	351	12.2%	124
Own weight lifting equipment	434	15.1%	116
Presently controlling diet	1,234	42.8%	104
Diet control for blood sugar level	200	6.9%	95
Diet control for cholesterol level	295	10.2%	101
Diet control to maintain weight	341	11.8%	106
Diet control for physical fitness	315	10.9%	110
Diet control for salt restriction	80	2.8%	83
Diet control for weight loss	460	16.0%	112
Used doctor's care/diet for diet method	75	2.6%	86
Used exercise program for diet method	266	9.2%	109
Used Weight Watchers as diet method	96	3.3%	109
Buy foods specifically labeled as fat-free	540	18.7%	107
Buy foods specifically labeled as high fiber	346	12.0%	105
Buy foods specifically labeled as high protein	147	5.1%	93
Buy foods specifically labeled as lactose-free	44	1.5%	83
Buy foods specifically labeled as low-calorie	309	10.7%	99
Buy foods specifically labeled as low-carb	240	8.3%	108
Buy foods specifically labeled as low-cholesterol	232	8.1%	97
Buy foods specifically labeled as low-fat	429	14.9%	112
Buy foods specifically labeled as low-sodium	244	8.5%	94
Buy foods specifically labeled as natural/organic	277	9.6%	114
Buy foods specifically labeled as sugar-free	397	13.8%	104
Used butter alternatives in last 6 months	104	3.6%	86
Used egg alternatives in last 6 months	381	13.2%	93
Used salt alternatives in last 6 months	784	27.2%	98
Drank meal/dietary supplement in last 6 months	225	7.8%	107
Used nutrition/energy bar in last 6 months	432	15.0%	106
Drank sports drink/thirst quencher in last 6 mo	919	31.9%	100
Used vitamin/dietary supplement in last 6 months	1,436	49.8%	103
Vitamin/dietary suppl used/6 mo: antioxidant	72	2.5%	86
Vitamin/dietary suppl used/6 mo: B complex	150	5.2%	107
Vitamin/dietary suppl used/6 mo: B complex+C	36	1.3%	64
Vitamin/dietary suppl used/6 mo: B-6	46	1.6%	79
Vitamin/dietary suppl used/6 mo: B-12	135	4.7%	83
Vitamin/dietary suppl used/6 mo: C	253	8.8%	105
Vitamin/dietary suppl used/6 mo: calcium	293	10.2%	94

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March 27, 2012

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## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	132	4.6%	93
Vitamin/dietary suppl used/6 mo: E	141	4.9%	98
Vitamin/dietary suppl used/6 mo: garlic	44	1.5%	89
Vitamin/dietary suppl used/6 mo: glucosamine	146	5.1%	110
Vitamin/dietary suppl used/6 mo: multiple formula	373	12.9%	110
Vitamin/dietary suppl used/6 mo: multiple w/iron	155	5.4%	125
Vitamin/dietary suppl used/6 mo: mult w/minerals	185	6.4%	108
Vitamin/dietary suppl used/6 mo: zinc	52	1.8%	78
Vitamin/dietary suppl/6 mo: Caltrate 600	67	2.3%	88
Vitamin/dietary suppl/6 mo: Centrum	176	6.1%	105
Vitamin/dietary suppl/6 mo: Nature Made	184	6.4%	109
Visited doctor in last 12 months	2,339	81.2%	105
Visited doctor in last 12 months: 1-3 times	1,014	35.2%	104
Visited doctor in last 12 months: 4-7 times	672	23.3%	105
Visited doctor in last 12 months: 8+ times	653	22.7%	105
Visited doctor in last 12 mo: allergist	67	2.3%	97
Visited doctor in last 12 mo: cardiologist	217	7.5%	107
Visited doctor in last 12 mo: chiropractor	235	8.2%	109
Visited doctor in last 12 mo: dentist	1,186	41.2%	109
Visited doctor in last 12 mo: dermatologist	216	7.5%	105
Visited doctor in last 12 mo: ear/nose/throat	132	4.6%	100
Visited doctor in last 12 mo: eye	609	21.1%	102
Visited doctor in last 12 mo: general/family	1,347	46.8%	110
Visited doctor in last 12 mo: internist	196	6.8%	93
Visited doctor in last 12 mo: physical therapist	123	4.3%	94
Visited doctor in last 12 mo: podiatrist	90	3.1%	92
Visited doctor in last 12 mo: urologist	95	3.3%	85
Visited nurse practitioner in last 12 months	145	5.0%	120
Wear regular/sun/tinted prescription eyeglasses	1,039	36.1%	105
Wear bi-focals	494	17.1%	109
Wear disposable contact lenses	222	7.7%	119
Wear soft contact lenses	305	10.6%	120
Spent on contact lenses in last 12 mo: <\$100	93	3.2%	116
Spent on contact lenses in last 12 mo: \$100-199	125	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	90	3.1%	103
Bought prescription eyewear: discount optical ctr	239	8.3%	104
Bought prescription eyewear: from eye doctor	765	26.6%	103
Bought prescription eyewear: retail optical chain	372	12.9%	117
Used prescription drug for allergy/hay fever	229	7.9%	113
Used prescription drug for anxiety/panic	114	4.0%	97
Used prescription drug for arthritis/rheumatism	64	2.2%	84
Used prescription drug for asthma	131	4.5%	111
Used prescription drug for backache/back pain	218	7.6%	103
Used prescription drug for depression	197	6.8%	116
Used prescr drug for diabetes (insulin dependent)	40	1.4%	70
Used prescr drug for diabetes (non-insulin)	99	3.4%	92
Used prescription drug for eczema/skin itch/rash	57	2.0%	95

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	212	7.4%	111
Used prescription drug for high blood pressure	374	13.0%	104
Used prescription drug for high cholesterol	274	9.5%	109
Used prescription drug for migraine headache	114	4.0%	107
Used prescription drug for sinus congest./headache	150	5.2%	107
Used prescription drug for urinary tract infection	84	2.9%	93
Used last 6 mo: adhesive bandages	1,692	58.7%	106
Used last 6 mo: athlete's foot/foot care product	403	14.0%	100
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,408	48.9%	103
Used last 6 mo: children's cold tablets/liquids	438	15.2%	101
Used last 6 mo: contact lens cleaning solution	418	14.5%	119
Used last 6 mo: cotton swabs	1,414	49.1%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	1,351	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	950	33.0%	96
Used last 6 mo: children's cough syrup	405	14.1%	99
Used last 6 mo: diarrhea remedy	471	16.3%	100
Used last 6 mo: eye wash and drops	872	30.3%	99
Used last 6 mo: headache/pain reliever (nonprescr)	2,471	85.8%	102
Used last 6 mo: hemorrhoid remedy	274	9.5%	107
Used last 6 mo: indigestion/upset stomach remedy	1,318	45.7%	102
Used last 6 mo: lactose intolerance product	88	3.1%	87
Used last 6 mo: laxative/fiber supplement	387	13.4%	97
Used last 6 mo: medicated skin ointment	966	33.5%	107
Used last 6 mo: medicated throat remedy	313	10.9%	95
Used last 6 mo: nasal spray	466	16.2%	102
Used last 6 mo: pain reliever/fever reducer (kids)	648	22.5%	102
Used last 6 mo: pain relieving rub/liquid/patch	719	25.0%	99
Used last 6 mo: sleeping tablets (nonprescription)	144	5.0%	92
Used last 12 mo: sunburn remedy	479	16.6%	108
Used last 12 mo: suntan/sunscreen product	1,222	42.4%	111
Used last 12 mo: SPF 15+ suntan/sunscreen product	984	34.2%	114
Used last 6 mo: toothache/gum/canker sore remedy	485	16.8%	100
Used last 6 mo: vitamins for children	465	16.1%	110
Used body powder in last 6 months	773	26.8%	96
Used body powder <3 times in last 7 days	323	11.2%	95
Used body powder 8+ times in last 7 days	51	1.8%	81
Used body wash/shower gel in last 6 months	1,481	51.4%	99
Used breath freshener in last 6 months	1,333	46.3%	99
Used complexion care product in last 6 months	1,384	48.0%	102
Used complexion care product <7 times last week	341	11.8%	86
Used complexion care product 11+ times last week	526	18.3%	110
Used complexion care prod: dry facial skin type	183	6.4%	87
Used complexion care prod: normal facial skin type	469	16.3%	107
Used complexion care prod: oily facial skin type	175	6.1%	100
Used dental floss in last 6 months	1,917	66.5%	107

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## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	527	18.3%	91
Used denture adhesive/fixative in last 6 months	145	5.0%	80
Used denture cleaner in last 6 months	289	10.0%	91
Used deodorant/antiperspirant in last 6 months	2,713	94.2%	101
Used deodorant/antiperspirant <8 times last week	1,995	69.2%	101
Used deodorant/antiperspirant 15+ times last week	160	5.6%	92
Used disposable razor in last 6 months	1,511	52.4%	100
Used electric shaver in last 6 months	571	19.8%	105
Used hair coloring product (at home) last 6 months	557	19.3%	97
Used hair conditioner (at home) in last 6 months	1,777	61.7%	99
Used hair conditioning treatment (at home)/6 mo	611	21.2%	90
Used hair growth product in last 6 months	62	2.2%	94
Used hair mousse in last 6 months	521	18.1%	104
Used hair spray (at home) in last 6 months	1,137	39.5%	109
Used hair styling gel/lotion in last 6 months	808	28.0%	104
Used hand & body cream/lotion/oil in last 6 months	2,074	72.0%	99
Used hand & body cream/lotion/oil <5 times last wk	595	20.7%	96
Used hand & body cream/lotion/oil 9+ times last wk	700	24.3%	98
Used hand & body cream in last 6 months	506	17.6%	100
Used hand & body lotion in last 6 months	1,458	50.6%	103
Used hand & body oil in last 6 months	147	5.1%	98
Used lip care in last 6 months	1,790	62.1%	104
Used liquid soap/hand sanitizer in last 6 months	2,293	79.6%	104
Used mouthwash in last 6 months	1,846	64.1%	97
Used mouthwash <4 times in last 7 days	615	21.3%	99
Used mouthwash 8+ times in last 7 days	406	14.1%	89
Used shampoo (at home) in last 6 months	2,677	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	494	17.1%	89
Used shaving cream/gel in last 6 months	1,556	54.0%	103
Used personal care soap (bar) in last 6 months	2,367	82.2%	98
Used personal care soap for antibacterial purpose	538	18.7%	97
Used personal care soap for complexion	177	6.1%	90
Used personal care soap for deodorant	508	17.6%	109
Use personal care soap for moisturizing	588	20.4%	94
Bought toothbrush in last 6 months	2,465	85.6%	100
Bought electric toothbrush in last 6 months	216	7.5%	112
Used toothpaste in last 6 months	2,769	96.1%	100
Used toothpaste <8 times in last 7 days	893	31.0%	96
Used toothpaste 15+ times in last 7 days	403	14.0%	86
Used toothpaste with baking soda in last 6 months	263	9.1%	80
Used toothpaste (gel) in last 6 months	886	30.8%	110
Used toothpaste (paste) in last 6 months	1,405	48.8%	101
Used whitening toothpaste in last 6 months	1,111	38.6%	111
Used tooth whitener (not toothpaste) last 6 months	278	9.6%	91
Had professional manicure/pedicure last 6 months	503	17.5%	102
Had professional facial/massage last 6 months	291	10.1%	107
Spent \$100+ at barber shops in last 6 months	150	5.2%	97
Spent \$100+ at beauty parlors in last 6 months	509	17.7%	111

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March 27, 2012

Made with Esri Business Analyst



# Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015	
Population		39,685	42,362	
Population 18+		29,431	31,364	
Households		16,238	17,408	
Median Household Income		\$64,953	\$73,258	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		9,724	33.0%	110
Exercise at club 2+ times per week		4,291	14.6%	119
Exercise at other facility (not club) 2+ times/wk		2,801	9.5%	118
Own stationary bicycle		1,646	5.6%	99
Own treadmill		3,210	10.9%	111
Own weight lifting equipment		4,442	15.1%	116
Presently controlling diet		12,675	43.1%	104
Diet control for blood sugar level		1,985	6.7%	92
Diet control for cholesterol level		2,862	9.7%	96
Diet control to maintain weight		3,481	11.8%	106
Diet control for physical fitness		3,284	11.2%	112
Diet control for salt restriction		806	2.7%	82
Diet control for weight loss		4,797	16.3%	115
Used doctor's care/diet for diet method		742	2.5%	84
Used exercise program for diet method		2,939	10.0%	118
Used Weight Watchers as diet method		944	3.2%	105
Buy foods specifically labeled as fat-free		5,510	18.7%	107
Buy foods specifically labeled as high fiber		3,741	12.7%	111
Buy foods specifically labeled as high protein		1,703	5.8%	106
Buy foods specifically labeled as lactose-free		499	1.7%	92
Buy foods specifically labeled as low-calorie		3,474	11.8%	109
Buy foods specifically labeled as low-carb		2,540	8.6%	112
Buy foods specifically labeled as low-cholesterol		2,440	8.3%	100
Buy foods specifically labeled as low-fat		4,380	14.9%	112
Buy foods specifically labeled as low-sodium		2,744	9.3%	104
Buy foods specifically labeled as natural/organic		3,010	10.2%	122
Buy foods specifically labeled as sugar-free		4,113	14.0%	105
Used butter alternatives in last 6 months		1,122	3.8%	91
Used egg alternatives in last 6 months		4,079	13.9%	97
Used salt alternatives in last 6 months		8,027	27.3%	98
Drank meal/dietary supplement in last 6 months		2,347	8.0%	109
Used nutrition/energy bar in last 6 months		4,683	15.9%	113
Drank sports drink/thirst quencher in last 6 mo		9,981	33.9%	106
Used vitamin/dietary supplement in last 6 months		14,606	49.6%	102
Vitamin/dietary suppl used/6 mo: antioxidant		672	2.3%	78
Vitamin/dietary suppl used/6 mo: B complex		1,444	4.9%	101
Vitamin/dietary suppl used/6 mo: B complex+C		449	1.5%	79
Vitamin/dietary suppl used/6 mo: B-6		551	1.9%	92
Vitamin/dietary suppl used/6 mo: B-12		1,423	4.8%	86
Vitamin/dietary suppl used/6 mo: C		2,712	9.2%	110
Vitamin/dietary suppl used/6 mo: calcium		2,916	9.9%	92

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March 27, 2012

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## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,285	4.4%	89
Vitamin/dietary suppl used/6 mo: E	1,387	4.7%	95
Vitamin/dietary suppl used/6 mo: garlic	482	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	1,322	4.5%	97
Vitamin/dietary suppl used/6 mo: multiple formula	3,863	13.1%	112
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,447	4.9%	114
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,879	6.4%	108
Vitamin/dietary suppl used/6 mo: zinc	623	2.1%	92
Vitamin/dietary suppl/6 mo: Caltrate 600	676	2.3%	87
Vitamin/dietary suppl/6 mo: Centrum	1,803	6.1%	105
Vitamin/dietary suppl/6 mo: Nature Made	1,870	6.4%	108
Visited doctor in last 12 months	23,264	79.0%	102
Visited doctor in last 12 months: 1-3 times	10,034	34.1%	101
Visited doctor in last 12 months: 4-7 times	6,686	22.7%	102
Visited doctor in last 12 months: 8+ times	6,546	22.2%	103
Visited doctor in last 12 mo: allergist	728	2.5%	103
Visited doctor in last 12 mo: cardiologist	1,858	6.3%	90
Visited doctor in last 12 mo: chiropractor	2,324	7.9%	106
Visited doctor in last 12 mo: dentist	12,005	40.8%	108
Visited doctor in last 12 mo: dermatologist	2,093	7.1%	100
Visited doctor in last 12 mo: ear/nose/throat	1,251	4.3%	92
Visited doctor in last 12 mo: eye	6,163	20.9%	101
Visited doctor in last 12 mo: general/family	13,161	44.7%	105
Visited doctor in last 12 mo: internist	1,969	6.7%	91
Visited doctor in last 12 mo: physical therapist	1,298	4.4%	97
Visited doctor in last 12 mo: podiatrist	897	3.0%	90
Visited doctor in last 12 mo: urologist	1,053	3.6%	93
Visited nurse practitioner in last 12 months	1,235	4.2%	100
Wear regular/sun/tinted prescription eyeglasses	10,187	34.6%	101
Wear bi-focals	4,515	15.3%	97
Wear disposable contact lenses	2,234	7.6%	117
Wear soft contact lenses	3,053	10.4%	118
Spent on contact lenses in last 12 mo: <\$100	964	3.3%	117
Spent on contact lenses in last 12 mo: \$100-199	1,267	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	986	3.4%	111
Bought prescription eyewear: discount optical ctr	2,424	8.2%	103
Bought prescription eyewear: from eye doctor	7,264	24.7%	96
Bought prescription eyewear: retail optical chain	3,697	12.6%	113
Used prescription drug for allergy/hay fever	2,333	7.9%	113
Used prescription drug for anxiety/panic	1,220	4.1%	101
Used prescription drug for arthritis/rheumatism	688	2.3%	89
Used prescription drug for asthma	1,289	4.4%	107
Used prescription drug for backache/back pain	2,201	7.5%	101
Used prescription drug for depression	1,805	6.1%	104
Used prescr drug for diabetes (insulin dependent)	415	1.4%	71
Used prescr drug for diabetes (non-insulin)	960	3.3%	88
Used prescription drug for eczema/skin itch/rash	627	2.1%	102

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,784	6.1%	92
Used prescription drug for high blood pressure	3,417	11.6%	93
Used prescription drug for high cholesterol	2,509	8.5%	98
Used prescription drug for migraine headache	1,123	3.8%	103
Used prescription drug for sinus congest./headache	1,465	5.0%	102
Used prescription drug for urinary tract infection	859	2.9%	93
Used last 6 mo: adhesive bandages	16,377	55.6%	100
Used last 6 mo: athlete's foot/foot care product	3,698	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	14,775	50.2%	106
Used last 6 mo: children's cold tablets/liquids	4,438	15.1%	100
Used last 6 mo: contact lens cleaning solution	4,279	14.5%	119
Used last 6 mo: cotton swabs	14,514	49.3%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	14,124	48.0%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	10,148	34.5%	101
Used last 6 mo: children's cough syrup	4,058	13.8%	97
Used last 6 mo: diarrhea remedy	4,467	15.2%	93
Used last 6 mo: eye wash and drops	8,798	29.9%	98
Used last 6 mo: headache/pain reliever (nonprescr)	24,894	84.6%	101
Used last 6 mo: hemorrhoid remedy	2,538	8.6%	97
Used last 6 mo: indigestion/upset stomach remedy	13,058	44.4%	99
Used last 6 mo: lactose intolerance product	1,011	3.4%	97
Used last 6 mo: laxative/fiber supplement	3,751	12.7%	92
Used last 6 mo: medicated skin ointment	9,198	31.3%	99
Used last 6 mo: medicated throat remedy	3,289	11.2%	98
Used last 6 mo: nasal spray	4,933	16.8%	105
Used last 6 mo: pain reliever/fever reducer (kids)	6,637	22.6%	102
Used last 6 mo: pain relieving rub/liquid/patch	7,135	24.2%	96
Used last 6 mo: sleeping tablets (nonprescription)	1,489	5.1%	94
Used last 12 mo: sunburn remedy	4,760	16.2%	105
Used last 12 mo: suntan/sunscreen product	12,375	42.0%	110
Used last 12 mo: SPF 15+ suntan/sunscreen product	9,932	33.7%	112
Used last 6 mo: toothache/gum/canker sore remedy	4,747	16.1%	96
Used last 6 mo: vitamins for children	4,564	15.5%	105
Used body powder in last 6 months	7,335	24.9%	90
Used body powder <3 times in last 7 days	3,177	10.8%	91
Used body powder 8+ times in last 7 days	527	1.8%	82
Used body wash/shower gel in last 6 months	15,498	52.7%	102
Used breath freshener in last 6 months	14,044	47.7%	103
Used complexion care product in last 6 months	14,346	48.7%	103
Used complexion care product <7 times last week	3,827	13.0%	95
Used complexion care product 11+ times last week	5,336	18.1%	109
Used complexion care prod: dry facial skin type	2,122	7.2%	99
Used complexion care prod: normal facial skin type	4,701	16.0%	105
Used complexion care prod: oily facial skin type	1,757	6.0%	99
Used dental floss in last 6 months	19,742	67.1%	108

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March 27, 2012

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# Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	5,987	20.3%	101
Used denture adhesive/fixative in last 6 months	1,286	4.4%	70
Used denture cleaner in last 6 months	2,529	8.6%	78
Used deodorant/antiperspirant in last 6 months	27,613	93.8%	101
Used deodorant/antiperspirant <8 times last week	20,469	69.5%	101
Used deodorant/antiperspirant 15+ times last week	1,698	5.8%	95
Used disposable razor in last 6 months	15,569	52.9%	101
Used electric shaver in last 6 months	5,692	19.3%	103
Used hair coloring product (at home) last 6 months	5,923	20.1%	101
Used hair conditioner (at home) in last 6 months	18,604	63.2%	102
Used hair conditioning treatment (at home)/6 mo	6,620	22.5%	96
Used hair growth product in last 6 months	671	2.3%	100
Used hair mousse in last 6 months	5,292	18.0%	104
Used hair spray (at home) in last 6 months	10,813	36.7%	102
Used hair styling gel/lotion in last 6 months	8,500	28.9%	108
Used hand & body cream/lotion/oil in last 6 months	21,420	72.8%	100
Used hand & body cream/lotion/oil <5 times last wk	6,173	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	7,430	25.2%	102
Used hand & body cream in last 6 months	5,192	17.6%	100
Used hand & body lotion in last 6 months	14,952	50.8%	104
Used hand & body oil in last 6 months	1,447	4.9%	95
Used lip care in last 6 months	18,322	62.3%	104
Used liquid soap/hand sanitizer in last 6 months	23,546	80.0%	104
Used mouthwash in last 6 months	19,342	65.7%	100
Used mouthwash <4 times in last 7 days	6,421	21.8%	101
Used mouthwash 8+ times in last 7 days	4,397	14.9%	94
Used shampoo (at home) in last 6 months	27,330	92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	5,219	17.7%	92
Used shaving cream/gel in last 6 months	16,025	54.4%	104
Used personal care soap (bar) in last 6 months	24,132	82.0%	98
Used personal care soap for antibacterial purpose	5,710	19.4%	101
Used personal care soap for complexion	1,969	6.7%	98
Used personal care soap for deodorant	4,863	16.5%	102
Use personal care soap for moisturizing	6,351	21.6%	100
Bought toothbrush in last 6 months	25,632	87.1%	102
Bought electric toothbrush in last 6 months	2,194	7.5%	112
Used toothpaste in last 6 months	28,503	96.8%	101
Used toothpaste <8 times in last 7 days	9,374	31.9%	99
Used toothpaste 15+ times in last 7 days	4,493	15.3%	94
Used toothpaste with baking soda in last 6 months	3,218	10.9%	96
Used toothpaste (gel) in last 6 months	8,752	29.7%	107
Used toothpaste (paste) in last 6 months	14,536	49.4%	102
Used whitening toothpaste in last 6 months	11,303	38.4%	110
Used tooth whitener (not toothpaste) last 6 months	3,197	10.9%	102
Had professional manicure/pedicure last 6 months	5,463	18.6%	108
Had professional facial/massage last 6 months	3,124	10.6%	113
Spent \$100+ at barber shops in last 6 months	1,733	5.9%	110
Spent \$100+ at beauty parlors in last 6 months	5,104	17.3%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Population 18+		67,764	71,113
Households		35,965	37,890
Median Household Income		\$65,442	\$73,946
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	22,262	32.9%	109
Exercise at club 2+ times per week	9,662	14.3%	116
Exercise at other facility (not club) 2+ times/wk	6,281	9.3%	115
Own stationary bicycle	3,887	5.7%	102
Own treadmill	7,456	11.0%	112
Own weight lifting equipment	10,454	15.4%	119
Presently controlling diet	29,226	43.1%	104
Diet control for blood sugar level	4,516	6.7%	91
Diet control for cholesterol level	6,800	10.0%	99
Diet control to maintain weight	8,080	11.9%	106
Diet control for physical fitness	7,529	11.1%	111
Diet control for salt restriction	1,914	2.8%	85
Diet control for weight loss	11,060	16.3%	115
Used doctor's care/diet for diet method	1,770	2.6%	87
Used exercise program for diet method	6,819	10.1%	119
Used Weight Watchers as diet method	2,224	3.3%	108
Buy foods specifically labeled as fat-free	12,625	18.6%	106
Buy foods specifically labeled as high fiber	8,699	12.8%	112
Buy foods specifically labeled as high protein	3,990	5.9%	108
Buy foods specifically labeled as lactose-free	1,164	1.7%	93
Buy foods specifically labeled as low-calorie	8,100	12.0%	110
Buy foods specifically labeled as low-carb	5,685	8.4%	109
Buy foods specifically labeled as low-cholesterol	5,606	8.3%	100
Buy foods specifically labeled as low-fat	10,107	14.9%	112
Buy foods specifically labeled as low-sodium	6,357	9.4%	104
Buy foods specifically labeled as natural/organic	6,663	9.8%	117
Buy foods specifically labeled as sugar-free	9,548	14.1%	106
Used butter alternatives in last 6 months	2,672	3.9%	94
Used egg alternatives in last 6 months	9,532	14.1%	99
Used salt alternatives in last 6 months	18,486	27.3%	98
Drank meal/dietary supplement in last 6 months	5,332	7.9%	108
Used nutrition/energy bar in last 6 months	10,716	15.8%	112
Drank sports drink/thirst quencher in last 6 mo	22,843	33.7%	106
Used vitamin/dietary supplement in last 6 months	34,028	50.2%	103
Vitamin/dietary suppl used/6 mo: antioxidant	1,658	2.4%	84
Vitamin/dietary suppl used/6 mo: B complex	3,356	5.0%	102
Vitamin/dietary suppl used/6 mo: B complex+C	1,059	1.6%	81
Vitamin/dietary suppl used/6 mo: B-6	1,284	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12	3,422	5.1%	89
Vitamin/dietary suppl used/6 mo: C	6,265	9.2%	110
Vitamin/dietary suppl used/6 mo: calcium	7,047	10.4%	97

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,019	4.5%	90
Vitamin/dietary suppl used/6 mo: E	3,310	4.9%	98
Vitamin/dietary suppl used/6 mo: garlic	1,080	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	3,201	4.7%	102
Vitamin/dietary suppl used/6 mo: multiple formula	9,044	13.3%	114
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,202	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,260	6.3%	106
Vitamin/dietary suppl used/6 mo: zinc	1,430	2.1%	91
Vitamin/dietary suppl/6 mo: Caltrate 600	1,625	2.4%	90
Vitamin/dietary suppl/6 mo: Centrum	4,046	6.0%	102
Vitamin/dietary suppl/6 mo: Nature Made	4,139	6.1%	104
Visited doctor in last 12 months	53,626	79.1%	102
Visited doctor in last 12 months: 1-3 times	22,970	33.9%	100
Visited doctor in last 12 months: 4-7 times	15,512	22.9%	103
Visited doctor in last 12 months: 8+ times	15,146	22.4%	104
Visited doctor in last 12 mo: allergist	1,735	2.6%	107
Visited doctor in last 12 mo: cardiologist	4,455	6.6%	93
Visited doctor in last 12 mo: chiropractor	5,175	7.6%	102
Visited doctor in last 12 mo: dentist	27,631	40.8%	108
Visited doctor in last 12 mo: dermatologist	5,045	7.4%	104
Visited doctor in last 12 mo: ear/nose/throat	2,816	4.2%	90
Visited doctor in last 12 mo: eye	14,320	21.1%	102
Visited doctor in last 12 mo: general/family	29,906	44.1%	104
Visited doctor in last 12 mo: internist	4,871	7.2%	98
Visited doctor in last 12 mo: physical therapist	3,023	4.5%	98
Visited doctor in last 12 mo: podiatrist	2,148	3.2%	94
Visited doctor in last 12 mo: urologist	2,500	3.7%	95
Visited nurse practitioner in last 12 months	2,798	4.1%	98
Wear regular/sun/tinted prescription eyeglasses	23,813	35.1%	102
Wear bi-focals	10,387	15.3%	97
Wear disposable contact lenses	5,104	7.5%	116
Wear soft contact lenses	6,832	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	2,190	3.2%	116
Spent on contact lenses in last 12 mo: \$100-199	2,800	4.1%	111
Spent on contact lenses in last 12 mo: \$200+	2,258	3.3%	110
Bought prescription eyewear: discount optical ctr	5,602	8.3%	104
Bought prescription eyewear: from eye doctor	16,942	25.0%	97
Bought prescription eyewear: retail optical chain	8,549	12.6%	114
Used prescription drug for allergy/hay fever	5,245	7.7%	110
Used prescription drug for anxiety/panic	2,792	4.1%	101
Used prescription drug for arthritis/rheumatism	1,546	2.3%	87
Used prescription drug for asthma	2,793	4.1%	101
Used prescription drug for backache/back pain	5,008	7.4%	100
Used prescription drug for depression	4,066	6.0%	102
Used prescr drug for diabetes (insulin dependent)	1,028	1.5%	77
Used prescr drug for diabetes (non-insulin)	2,186	3.2%	87
Used prescription drug for eczema/skin itch/rash	1,511	2.2%	107

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	4,185	6.2%	93
Used prescription drug for high blood pressure	8,045	11.9%	95
Used prescription drug for high cholesterol	5,863	8.7%	99
Used prescription drug for migraine headache	2,628	3.9%	105
Used prescription drug for sinus congest./headache	3,279	4.8%	99
Used prescription drug for urinary tract infection	1,996	2.9%	94
Used last 6 mo: adhesive bandages	38,197	56.4%	102
Used last 6 mo: athlete's foot/foot care product	8,524	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	33,555	49.5%	104
Used last 6 mo: children's cold tablets/liquids	10,569	15.6%	103
Used last 6 mo: contact lens cleaning solution	9,673	14.3%	117
Used last 6 mo: cotton swabs	33,653	49.7%	103
Used last 6 mo: cough/sore throat drops (nonprescr)	32,388	47.8%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	23,112	34.1%	100
Used last 6 mo: children's cough syrup	9,647	14.2%	100
Used last 6 mo: diarrhea remedy	10,380	15.3%	93
Used last 6 mo: eye wash and drops	20,369	30.1%	99
Used last 6 mo: headache/pain reliever (nonprescr)	57,541	84.9%	101
Used last 6 mo: hemorrhoid remedy	5,874	8.7%	97
Used last 6 mo: indigestion/upset stomach remedy	30,384	44.8%	100
Used last 6 mo: lactose intolerance product	2,290	3.4%	96
Used last 6 mo: laxative/fiber supplement	8,755	12.9%	93
Used last 6 mo: medicated skin ointment	21,412	31.6%	100
Used last 6 mo: medicated throat remedy	7,494	11.1%	97
Used last 6 mo: nasal spray	11,211	16.5%	104
Used last 6 mo: pain reliever/fever reducer (kids)	15,679	23.1%	104
Used last 6 mo: pain relieving rub/liquid/patch	16,254	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	3,536	5.2%	97
Used last 12 mo: sunburn remedy	11,025	16.3%	105
Used last 12 mo: suntan/sunscreen product	28,620	42.2%	110
Used last 12 mo: SPF 15+ suntan/sunscreen product	23,143	34.2%	114
Used last 6 mo: toothache/gum/canker sore remedy	11,097	16.4%	97
Used last 6 mo: vitamins for children	10,778	15.9%	108
Used body powder in last 6 months	17,245	25.4%	92
Used body powder <3 times in last 7 days	7,541	11.1%	94
Used body powder 8+ times in last 7 days	1,157	1.7%	78
Used body wash/shower gel in last 6 months	35,560	52.5%	101
Used breath freshener in last 6 months	32,200	47.5%	102
Used complexion care product in last 6 months	33,005	48.7%	103
Used complexion care product <7 times last week	8,987	13.3%	97
Used complexion care product 11+ times last week	12,029	17.8%	107
Used complexion care prod: dry facial skin type	4,869	7.2%	98
Used complexion care prod: normal facial skin type	10,730	15.8%	104
Used complexion care prod: oily facial skin type	4,088	6.0%	100
Used dental floss in last 6 months	45,184	66.7%	107

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Used dental rinse in last 6 months	13,680		20.2%	100
Used denture adhesive/fixative in last 6 months	3,117		4.6%	73
Used denture cleaner in last 6 months	5,846		8.6%	78
Used deodorant/antiperspirant in last 6 months	63,594		93.8%	101
Used deodorant/antiperspirant <8 times last week	47,040		69.4%	101
Used deodorant/antiperspirant 15+ times last week	3,870		5.7%	94
Used disposable razor in last 6 months	35,574		52.5%	100
Used electric shaver in last 6 months	12,816		18.9%	100
Used hair coloring product (at home) last 6 months	13,602		20.1%	101
Used hair conditioner (at home) in last 6 months	42,737		63.1%	101
Used hair conditioning treatment (at home)/6 mo	15,479		22.8%	97
Used hair growth product in last 6 months	1,468		2.2%	95
Used hair mousse in last 6 months	12,091		17.8%	103
Used hair spray (at home) in last 6 months	24,808		36.6%	101
Used hair styling gel/lotion in last 6 months	19,294		28.5%	106
Used hand & body cream/lotion/oil in last 6 months	49,653		73.3%	101
Used hand & body cream/lotion/oil <5 times last wk	14,299		21.1%	98
Used hand & body cream/lotion/oil 9+ times last wk	16,862		24.9%	100
Used hand & body cream in last 6 months	11,920		17.6%	100
Used hand & body lotion in last 6 months	34,442		50.8%	104
Used hand & body oil in last 6 months	3,434		5.1%	98
Used lip care in last 6 months	41,943		61.9%	104
Used liquid soap/hand sanitizer in last 6 months	54,115		79.9%	104
Used mouthwash in last 6 months	44,375		65.5%	99
Used mouthwash <4 times in last 7 days	14,746		21.8%	101
Used mouthwash 8+ times in last 7 days	10,129		14.9%	94
Used shampoo (at home) in last 6 months	62,951		92.9%	101
Used shampoo plus conditioner prod (at home)/6 mo	11,862		17.5%	91
Used shaving cream/gel in last 6 months	36,445		53.8%	103
Used personal care soap (bar) in last 6 months	55,761		82.3%	98
Used personal care soap for antibacterial purpose	13,101		19.3%	101
Used personal care soap for complexion	4,552		6.7%	98
Used personal care soap for deodorant	11,246		16.6%	103
Use personal care soap for moisturizing	14,625		21.6%	100
Bought toothbrush in last 6 months	58,550		86.4%	101
Bought electric toothbrush in last 6 months	5,086		7.5%	112
Used toothpaste in last 6 months	65,395		96.5%	101
Used toothpaste <8 times in last 7 days	21,206		31.3%	97
Used toothpaste 15+ times in last 7 days	10,602		15.6%	96
Used toothpaste with baking soda in last 6 months	7,326		10.8%	94
Used toothpaste (gel) in last 6 months	20,312		30.0%	108
Used toothpaste (paste) in last 6 months	33,269		49.1%	102
Used whitening toothpaste in last 6 months	25,542		37.7%	108
Used tooth whitener (not toothpaste) last 6 months	7,306		10.8%	101
Had professional manicure/pedicure last 6 months	12,859		19.0%	111
Had professional facial/massage last 6 months	7,266		10.7%	114
Spent \$100+ at barber shops in last 6 months	4,053		6.0%	112
Spent \$100+ at beauty parlors in last 6 months	12,131		17.9%	113

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Population 18+		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,243	77.9%	108
Family restaurant/steak house last month: <2 times	751	26.1%	102
Family restaurant/steak house last month: 2-4 times	823	28.6%	106
Family restaurant/steak house last month: 5+ times	669	23.2%	119
Family restaurant/steak house last 6 months: breakfast	445	15.4%	117
Family restaurant/steak house last 6 months: lunch	773	26.8%	108
Family restaurant/steak house last 6 months: snack	70	2.4%	87
Family restaurant/steak house last 6 months: dinner	1,743	60.5%	114
Family restaurant/steak house last 6 months: weekday	1,284	44.6%	116
Family restaurant/steak house last 6 months: weekend	1,463	50.8%	114
Family restaurant/steak house last 6 months: Applebee's	832	28.9%	114
Family restaurant/steak house last 6 months: Bennigan's	78	2.7%	123
Family restaurant/steak house last 6 months: Bob Evans Farm	156	5.4%	118
Family restaurant/steak house last 6 months: Cheesecake Factory	186	6.5%	98
Family restaurant/steak house last 6 months: Chili's Grill & Bar	394	13.7%	118
Family restaurant/steak house last 6 months: Cracker Barrel	407	14.1%	127
Family restaurant/steak house last 6 months: Denny's	252	8.7%	97
Family restaurant/steak house last 6 months: Friendly's	111	3.9%	97
Family restaurant/steak house last 6 months: Golden Corral	217	7.5%	104
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	368	12.8%	110
Family restaurant/steak house last 6 months: Lone Star Steakhouse	80	2.8%	102
Family restaurant/steak house last 6 months: Old Country Buffet	85	3.0%	104
Family restaurant/steak house last 6 months: Olive Garden	602	20.9%	117
Family restaurant/steak house last 6 months: Outback Steakhouse	404	14.0%	122
Family restaurant/steak house last 6 months: Perkins	118	4.1%	113
Family restaurant/steak house last 6 months: Red Lobster	447	15.5%	115
Family restaurant/steak house last 6 months: Red Robin	192	6.7%	118
Family restaurant/steak house last 6 months: Ruby Tuesday	293	10.2%	122
Family restaurant/steak house last 6 months: Ryan's	82	2.8%	76
Family restaurant/steak house last 6 months: Sizzler	50	1.7%	58
Family restaurant/steak house last 6 months: T.G.I. Friday's	350	12.1%	118
Went to fast food/drive-in restaurant in last 6 months	2,633	91.4%	103
Went to fast food/drive-in restaurant <6 times/month	991	34.4%	98
Went to fast food/drive-in restaurant 6-13 times/month	888	30.8%	107
Went to fast food/drive-in restaurant 14+ times/month	754	26.2%	105
Fast food/drive-in last 6 months: breakfast	866	30.1%	109
Fast food/drive-in last 6 months: lunch	1,843	64.0%	109
Fast food/drive-in last 6 months: snack	501	17.4%	100
Fast food/drive-in last 6 months: dinner	1,522	52.8%	109

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	2,092	72.6%	109
Fast food/drive-in last 6 months: weekend	1,446	50.2%	104
Fast food/drive-in last 6 months: A & W	134	4.7%	103
Fast food/drive-in last 6 months: Arby's	734	25.5%	123
Fast food/drive-in last 6 months: Boston Market	143	5.0%	104
Fast food/drive-in last 6 months: Burger King	1,094	38.0%	105
Fast food/drive-in last 6 months: Captain D's	133	4.6%	90
Fast food/drive-in last 6 months: Carl's Jr.	123	4.3%	69
Fast food/drive-in last 6 months: Checkers	101	3.5%	110
Fast food/drive-in last 6 months: Chick-fil-A	482	16.7%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	218	7.6%	124
Fast food/drive-in last 6 months: Chuck E. Cheese	133	4.6%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	84	2.9%	68
Fast food/drive-in last 6 months: Dairy Queen	534	18.5%	116
Fast food/drive-in last 6 months: Del Taco	75	2.6%	78
Fast food/drive-in last 6 months: Domino's Pizza	382	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	343	11.9%	103
Fast food/drive-in last 6 months: Fuddruckers	111	3.9%	138
Fast food/drive-in last 6 months: Hardee's	181	6.3%	92
Fast food/drive-in last 6 months: Jack in the Box	238	8.3%	79
Fast food/drive-in last 6 months: KFC	801	27.8%	101
Fast food/drive-in last 6 months: Little Caesars	229	7.9%	109
Fast food/drive-in last 6 months: Long John Silver's	182	6.3%	100
Fast food/drive-in last 6 months: McDonald's	1,689	58.6%	105
Fast food/drive-in last 6 months: Panera Bread	338	11.7%	120
Fast food/drive-in last 6 months: Papa John's	282	9.8%	112
Fast food/drive-in last 6 months: Pizza Hut	665	23.1%	105
Fast food/drive-in last 6 months: Popeyes	191	6.6%	91
Fast food/drive-in last 6 months: Quiznos	301	10.4%	116
Fast food/drive-in last 6 months: Sonic Drive-In	384	13.3%	113
Fast food/drive-in last 6 months: Starbucks	449	15.6%	105
Fast food/drive-in last 6 months: Steak n Shake	178	6.2%	123
Fast food/drive-in last 6 months: Subway	1,029	35.7%	113
Fast food/drive-in last 6 months: Taco Bell	1,023	35.5%	110
Fast food/drive-in last 6 months: Wendy's	1,029	35.7%	115
Fast food/drive-in last 6 months: Whataburger	125	4.3%	90
Fast food/drive-in last 6 months: White Castle	111	3.9%	95
Fast food/drive-in last 6 months: eat in	1,142	39.6%	105
Fast food/drive-in last 6 months: home delivery	302	10.5%	101
Fast food/drive-in last 6 months: take-out/drive-thru	1,670	58.0%	111
Fast food/drive-in last 6 months: take-out/walk-in	691	24.0%	97

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Population 18+		29,431	31,364
Households		16,238	17,408
Median Household Income		\$64,953	\$73,258
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to family restaurant/steak house in last 6 months		23,094	109
Family restaurant/steak house last month: <2 times		7,720	102
Family restaurant/steak house last month: 2-4 times		8,514	107
Family restaurant/steak house last month: 5+ times		6,860	120
Family restaurant/steak house last 6 months: breakfast		4,503	116
Family restaurant/steak house last 6 months: lunch		7,857	108
Family restaurant/steak house last 6 months: snack		731	89
Family restaurant/steak house last 6 months: dinner		17,908	115
Family restaurant/steak house last 6 months: weekday		12,949	114
Family restaurant/steak house last 6 months: weekend		15,001	115
Family restaurant/steak house last 6 months: Applebee's		8,655	116
Family restaurant/steak house last 6 months: Bennigan's		810	125
Family restaurant/steak house last 6 months: Bob Evans Farm		1,393	103
Family restaurant/steak house last 6 months: Cheesecake Factory		2,130	110
Family restaurant/steak house last 6 months: Chili's Grill & Bar		4,297	126
Family restaurant/steak house last 6 months: Cracker Barrel		3,773	116
Family restaurant/steak house last 6 months: Denny's		2,882	108
Family restaurant/steak house last 6 months: Friendly's		1,011	86
Family restaurant/steak house last 6 months: Golden Corral		2,187	103
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		4,134	121
Family restaurant/steak house last 6 months: Lone Star Steakhouse		845	105
Family restaurant/steak house last 6 months: Old Country Buffet		900	107
Family restaurant/steak house last 6 months: Olive Garden		6,523	125
Family restaurant/steak house last 6 months: Outback Steakhouse		4,018	119
Family restaurant/steak house last 6 months: Perkins		1,146	107
Family restaurant/steak house last 6 months: Red Lobster		4,448	112
Family restaurant/steak house last 6 months: Red Robin		2,212	133
Family restaurant/steak house last 6 months: Ruby Tuesday		2,946	120
Family restaurant/steak house last 6 months: Ryan's		775	70
Family restaurant/steak house last 6 months: Sizzler		716	81
Family restaurant/steak house last 6 months: T.G.I. Friday's		3,566	118
Went to fast food/drive-in restaurant in last 6 months		26,915	103
Went to fast food/drive-in restaurant <6 times/month		10,100	98
Went to fast food/drive-in restaurant 6-13 times/month		8,996	106
Went to fast food/drive-in restaurant 14+ times/month		7,819	107
Fast food/drive-in last 6 months: breakfast		8,912	110
Fast food/drive-in last 6 months: lunch		18,749	108
Fast food/drive-in last 6 months: snack		5,348	104
Fast food/drive-in last 6 months: dinner		15,505	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	21,068	71.6%	108
Fast food/drive-in last 6 months: weekend	15,034	51.1%	106
Fast food/drive-in last 6 months: A & W	1,371	4.7%	103
Fast food/drive-in last 6 months: Arby's	7,239	24.6%	119
Fast food/drive-in last 6 months: Boston Market	1,704	5.8%	122
Fast food/drive-in last 6 months: Burger King	10,997	37.4%	103
Fast food/drive-in last 6 months: Captain D's	1,226	4.2%	81
Fast food/drive-in last 6 months: Carl's Jr.	1,552	5.3%	85
Fast food/drive-in last 6 months: Checkers	887	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	5,262	17.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,485	8.4%	139
Fast food/drive-in last 6 months: Chuck E. Cheese	1,423	4.8%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,164	4.0%	92
Fast food/drive-in last 6 months: Dairy Queen	5,253	17.8%	112
Fast food/drive-in last 6 months: Del Taco	966	3.3%	98
Fast food/drive-in last 6 months: Domino's Pizza	4,093	13.9%	104
Fast food/drive-in last 6 months: Dunkin' Donuts	3,296	11.2%	97
Fast food/drive-in last 6 months: Fuddruckers	1,105	3.8%	134
Fast food/drive-in last 6 months: Hardee's	1,670	5.7%	83
Fast food/drive-in last 6 months: Jack in the Box	3,150	10.7%	103
Fast food/drive-in last 6 months: KFC	8,328	28.3%	103
Fast food/drive-in last 6 months: Little Caesars	2,431	8.3%	113
Fast food/drive-in last 6 months: Long John Silver's	1,758	6.0%	94
Fast food/drive-in last 6 months: McDonald's	17,260	58.6%	105
Fast food/drive-in last 6 months: Panera Bread	3,579	12.2%	125
Fast food/drive-in last 6 months: Papa John's	3,216	10.9%	126
Fast food/drive-in last 6 months: Pizza Hut	6,909	23.5%	106
Fast food/drive-in last 6 months: Popeyes	2,372	8.1%	110
Fast food/drive-in last 6 months: Quiznos	3,309	11.2%	125
Fast food/drive-in last 6 months: Sonic Drive-In	3,902	13.3%	113
Fast food/drive-in last 6 months: Starbucks	5,400	18.3%	124
Fast food/drive-in last 6 months: Steak n Shake	1,803	6.1%	122
Fast food/drive-in last 6 months: Subway	10,301	35.0%	110
Fast food/drive-in last 6 months: Taco Bell	10,677	36.3%	113
Fast food/drive-in last 6 months: Wendy's	10,225	34.7%	111
Fast food/drive-in last 6 months: Whataburger	1,640	5.6%	115
Fast food/drive-in last 6 months: White Castle	1,016	3.5%	85
Fast food/drive-in last 6 months: eat in	11,379	38.7%	103
Fast food/drive-in last 6 months: home delivery	3,624	12.3%	118
Fast food/drive-in last 6 months: take-out/drive-thru	17,146	58.3%	111
Fast food/drive-in last 6 months: take-out/walk-in	7,550	25.7%	104

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015	
Population		91,686	96,178	
Population 18+		67,764	71,113	
Households		35,965	37,890	
Median Household Income		\$65,442	\$73,946	
		Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		52,691	77.8%	108
Family restaurant/steak house last month: <2 times		17,656	26.1%	101
Family restaurant/steak house last month: 2-4 times		19,723	29.1%	108
Family restaurant/steak house last month: 5+ times		15,312	22.6%	116
Family restaurant/steak house last 6 months: breakfast		10,015	14.8%	112
Family restaurant/steak house last 6 months: lunch		18,038	26.6%	107
Family restaurant/steak house last 6 months: snack		1,652	2.4%	87
Family restaurant/steak house last 6 months: dinner		40,731	60.1%	114
Family restaurant/steak house last 6 months: weekday		29,312	43.3%	112
Family restaurant/steak house last 6 months: weekend		34,032	50.2%	113
Family restaurant/steak house last 6 months: Applebee's		19,760	29.2%	115
Family restaurant/steak house last 6 months: Bennigan's		1,825	2.7%	123
Family restaurant/steak house last 6 months: Bob Evans Farm		3,121	4.6%	100
Family restaurant/steak house last 6 months: Cheesecake Factory		4,990	7.4%	112
Family restaurant/steak house last 6 months: Chili's Grill & Bar		9,732	14.4%	124
Family restaurant/steak house last 6 months: Cracker Barrel		8,243	12.2%	110
Family restaurant/steak house last 6 months: Denny's		6,384	9.4%	104
Family restaurant/steak house last 6 months: Friendly's		2,584	3.8%	96
Family restaurant/steak house last 6 months: Golden Corral		5,223	7.7%	107
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		9,057	13.4%	115
Family restaurant/steak house last 6 months: Lone Star Steakhouse		2,065	3.0%	112
Family restaurant/steak house last 6 months: Old Country Buffet		1,997	2.9%	104
Family restaurant/steak house last 6 months: Olive Garden		14,469	21.4%	120
Family restaurant/steak house last 6 months: Outback Steakhouse		9,137	13.5%	118
Family restaurant/steak house last 6 months: Perkins		2,494	3.7%	101
Family restaurant/steak house last 6 months: Red Lobster		10,035	14.8%	110
Family restaurant/steak house last 6 months: Red Robin		4,999	7.4%	131
Family restaurant/steak house last 6 months: Ruby Tuesday		6,607	9.8%	117
Family restaurant/steak house last 6 months: Ryan's		1,905	2.8%	75
Family restaurant/steak house last 6 months: Sizzler		1,603	2.4%	78
Family restaurant/steak house last 6 months: T.G.I. Friday's		8,179	12.1%	117
Went to fast food/drive-in restaurant in last 6 months		61,703	91.1%	103
Went to fast food/drive-in restaurant <6 times/month		23,055	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month		20,416	30.1%	104
Went to fast food/drive-in restaurant 14+ times/month		18,231	26.9%	108
Fast food/drive-in last 6 months: breakfast		20,385	30.1%	109
Fast food/drive-in last 6 months: lunch		42,938	63.4%	108
Fast food/drive-in last 6 months: snack		12,258	18.1%	104
Fast food/drive-in last 6 months: dinner		35,550	52.5%	108

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	48,110	71.0%	107
Fast food/drive-in last 6 months: weekend	34,597	51.1%	106
Fast food/drive-in last 6 months: A & W	3,350	4.9%	109
Fast food/drive-in last 6 months: Arby's	16,328	24.1%	117
Fast food/drive-in last 6 months: Boston Market	3,871	5.7%	120
Fast food/drive-in last 6 months: Burger King	25,519	37.7%	104
Fast food/drive-in last 6 months: Captain D's	2,910	4.3%	84
Fast food/drive-in last 6 months: Carl's Jr.	3,618	5.3%	86
Fast food/drive-in last 6 months: Checkers	2,118	3.1%	98
Fast food/drive-in last 6 months: Chick-fil-A	11,796	17.4%	135
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,229	7.7%	127
Fast food/drive-in last 6 months: Chuck E. Cheese	3,262	4.8%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,832	4.2%	97
Fast food/drive-in last 6 months: Dairy Queen	11,988	17.7%	111
Fast food/drive-in last 6 months: Del Taco	2,260	3.3%	100
Fast food/drive-in last 6 months: Domino's Pizza	9,458	14.0%	104
Fast food/drive-in last 6 months: Dunkin' Donuts	7,981	11.8%	102
Fast food/drive-in last 6 months: Fuddruckers	2,475	3.7%	131
Fast food/drive-in last 6 months: Hardee's	3,767	5.6%	82
Fast food/drive-in last 6 months: Jack in the Box	7,364	10.9%	105
Fast food/drive-in last 6 months: KFC	18,826	27.8%	101
Fast food/drive-in last 6 months: Little Caesars	5,431	8.0%	109
Fast food/drive-in last 6 months: Long John Silver's	3,965	5.9%	93
Fast food/drive-in last 6 months: McDonald's	39,504	58.3%	104
Fast food/drive-in last 6 months: Panera Bread	8,276	12.2%	125
Fast food/drive-in last 6 months: Papa John's	7,182	10.6%	122
Fast food/drive-in last 6 months: Pizza Hut	15,567	23.0%	104
Fast food/drive-in last 6 months: Popeyes	5,417	8.0%	109
Fast food/drive-in last 6 months: Quiznos	7,355	10.9%	121
Fast food/drive-in last 6 months: Sonic Drive-In	8,559	12.6%	107
Fast food/drive-in last 6 months: Starbucks	12,151	17.9%	121
Fast food/drive-in last 6 months: Steak n Shake	4,048	6.0%	119
Fast food/drive-in last 6 months: Subway	23,286	34.4%	108
Fast food/drive-in last 6 months: Taco Bell	24,365	36.0%	112
Fast food/drive-in last 6 months: Wendy's	23,395	34.5%	111
Fast food/drive-in last 6 months: Whataburger	3,752	5.5%	115
Fast food/drive-in last 6 months: White Castle	2,441	3.6%	89
Fast food/drive-in last 6 months: eat in	26,002	38.4%	102
Fast food/drive-in last 6 months: home delivery	8,133	12.0%	115
Fast food/drive-in last 6 months: take-out/drive-thru	38,997	57.5%	110
Fast food/drive-in last 6 months: take-out/walk-in	17,376	25.6%	104

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Population 18+		2,881	3,000
Households		1,666	1,751
Median Household Income		\$66,129	\$75,041
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	335	11.6%	118
Participated in archery	81	2.8%	106
Participated in backpacking/hiking	297	10.3%	109
Participated in baseball	169	5.9%	113
Participated in basketball	275	9.5%	102
Participated in bicycling (mountain)	124	4.3%	117
Participated in bicycling (road)	321	11.1%	115
Participated in boating (power)	192	6.7%	108
Participated in bowling	402	14.0%	120
Participated in canoeing/kayaking	146	5.1%	106
Participated in downhill skiing	83	2.9%	99
Participated in fishing (fresh water)	435	15.1%	115
Participated in fishing (salt water)	141	4.9%	107
Participated in football	181	6.3%	101
Participated in Frisbee	189	6.6%	120
Participated in golf	332	11.5%	111
Play golf < once a month	129	4.5%	113
Play golf 1+ times a month	168	5.8%	108
Participated in horseback riding	88	3.1%	101
Participated in hunting with rifle	161	5.6%	115
Participated in hunting with shotgun	128	4.4%	105
Participated in ice skating	88	3.1%	106
Participated in jogging/running	332	11.5%	109
Participated in martial arts	33	1.1%	82
Participated in motorcycling	102	3.5%	96
Participated in Pilates	99	3.4%	105
Participated in roller skating	55	1.9%	91
Participated in snowboarding	51	1.8%	92
Participated in soccer	134	4.7%	108
Participated in softball	119	4.1%	106
Participated in swimming	624	21.7%	111
Participated in target shooting	123	4.3%	111
Participated in tennis	123	4.3%	100
Participated in volleyball	111	3.9%	110
Participated in walking for exercise	951	33.0%	111
Participated in weight lifting	390	13.5%	115
Participated in yoga	178	6.2%	107
Spent on high end sports/recreation equipment/12 mo: <\$250	119	4.1%	94
Spent on high end sports/recreation equipment/12 mo: \$250+	125	4.3%	111
Attend sports event: auto racing (NASCAR)	255	8.9%	121
Attend sports event: auto racing (not NASCAR)	215	7.5%	118
Attend sports event: baseball game	486	16.9%	114

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	268	9.3%	117
Attend sports event: basketball game (pro)	277	9.6%	113
Attend sports event: football game (college)	336	11.7%	113
Attend sports event: football-Monday night game (pro)	195	6.8%	110
Attend sports event: football-weekend game (pro)	305	10.6%	117
Attend sports event: golf tournament	190	6.6%	119
Attend sports event: ice hockey game	222	7.7%	116
Attend sports event: soccer game	222	7.7%	125
Attend sports event: tennis match	158	5.5%	111
Attended adult education course in last 12 months	219	7.6%	115
Attended auto show in last 12 months	263	9.1%	110
Went to bar/night club in last 12 months	604	21.0%	110
Went to beach in last 12 months	750	26.0%	106
Attended dance performance in last 12 months	136	4.7%	106
Danced/went dancing in last 12 months	275	9.5%	101
Dined out in last 12 months	1,536	53.3%	108
Dine out < once a month	126	4.4%	93
Dine out once a month	195	6.8%	109
Dine out 2-3 times a month	357	12.4%	108
Dine out once a week	398	13.8%	120
Dine out 2+ times per week	289	10.0%	101
Gambled at casino in last 12 months	469	16.3%	101
Gambled at casino 6+ times in last 12 months	77	2.7%	98
Gambled in Atlantic City in last 12 months	64	2.2%	88
Gambled in Las Vegas in last 12 months	144	5.0%	105
Attended horse races in last 12 months	84	2.9%	98
Attended movies in last 6 months	1,782	61.9%	105
Attended movies in last 90 days: < once a month	993	34.5%	107
Attended movies in last 90 days: once a month	335	11.6%	114
Attended movies in last 90 days: 2-3 times a month	201	7.0%	103
Attended movies in last 90 days: once/week or more	70	2.4%	95
Prefer to see movie after second week of release	691	24.0%	101
Went to museum in last 12 months	371	12.9%	101
Attended music performance in last 12 months	753	26.1%	110
Attended country music performance in last 12 mo	159	5.5%	109
Attended rock music performance in last 12 months	342	11.9%	109
Attended classical music/opera performance/12 mo	126	4.4%	95
Went to live theater in last 12 months	394	13.7%	104
Visited a theme park in last 12 months	705	24.5%	114
Visited Disney World (FL)/12 mo: Magic Kingdom	110	3.8%	113
Visited any Sea World in last 12 months	99	3.4%	101
Visited any Six Flags in last 12 months	174	6.0%	104
Went to zoo in last 12 months	410	14.2%	112
Played backgammon in last 12 months	61	2.1%	106
Participated in book club in last 12 months	77	2.7%	84
Played billiards/pool in last 12 months	274	9.5%	99
Played bingo in last 12 months	113	3.9%	93
Did birdwatching in last 12 months	194	6.7%	108
Played board game in last 12 months	539	18.7%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	669	23.2%	111
Played chess in last 12 months	118	4.1%	112
Cooked for fun in last 12 months	642	22.3%	107
Did crossword puzzle in last 12 months	456	15.8%	109
Participated in fantasy sports league last 12 mo	108	3.7%	115
Flew a kite in last 12 months	83	2.9%	102
Did furniture refinishing in last 12 months	96	3.3%	103
Did indoor gardening/plant care in last 12 months	317	11.0%	109
Participated in karaoke in last 12 months	127	4.4%	100
Bought lottery ticket in last 12 months	1,069	37.1%	107
Bought lottery ticket in last 12 mo: Daily Drawing	130	4.5%	93
Bought lottery ticket in last 12 mo: Instant Game	510	17.7%	111
Bought lottery ticket in last 12 mo: Lotto Drawing	680	23.6%	110
Played lottery: <3 times in last 30 days	458	15.9%	101
Played lottery: 3-7 times in last 30 days	317	11.0%	114
Played lottery: 8+ times in last 30 days	294	10.2%	109
Played musical instrument in last 12 months	267	9.3%	116
Did painting/drawing in last 12 months	202	7.0%	107
Did photography in last 12 months	433	15.0%	119
Read book in last 12 months	1,240	43.0%	106
Participated in trivia games in last 12 months	210	7.3%	121
Played video game in last 12 months	432	15.0%	113
Did woodworking in last 12 months	150	5.2%	111
Participated in word games in last 12 months	317	11.0%	115
Member of AARP	456	15.8%	103
Member of business club	74	2.6%	103
Member of charitable organization	217	7.5%	119
Member of church board	122	4.2%	98
Member of fraternal order	99	3.4%	97
Member of religious club	187	6.5%	101
Member of union	179	6.2%	118
Member of veterans club	93	3.2%	95
Bought any children`s toy/game in last 12 months	1,106	38.4%	111
Spent on toys/games in last 12 months: <\$50	198	6.9%	113
Spent on toys/games in last 12 months: \$50-99	97	3.4%	122
Spent on toys/games in last 12 months: \$100-199	207	7.2%	100
Spent on toys/games in last 12 months: \$200-499	332	11.5%	106
Spent on toys/games in last 12 months: \$500+	195	6.8%	118
Bought infant toy in last 12 months	264	9.2%	110
Bought pre-school toy in last 12 months	254	8.8%	109
Spent on toys/games (for child <6)/12 mo: <\$100	366	12.7%	114
Spent on toys/games (for child <6)/12 mo: \$100-199	204	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	234	8.1%	105
Bought for child in last 12 mo: boy action figure	240	8.3%	103
Bought for child in last 12 mo: girl action figure	72	2.5%	81
Bought for child in last 12 mo: bicycle	215	7.5%	109
Bought for child in last 12 mo: board game	430	14.9%	126

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	107	3.7%	110
Bought for child in last 12 mo: car	284	9.9%	107
Bought for child in last 12 mo: construction toy	146	5.1%	103
Bought for child in last 12 mo: large/baby doll	189	6.6%	100
Bought for child in last 12 mo: fashion doll	166	5.8%	113
Bought for child in last 12 mo: plush doll/animal	294	10.2%	121
Bought for child in last 12 mo: doll accessories	132	4.6%	114
Bought for child in last 12 mo: doll clothing	122	4.2%	103
Bought for child in last 12 mo: educational toy	416	14.4%	106
Bought for child in last 12 mo: electronic game	304	10.6%	113
Bought for child in last 12 mo: mechanical toy	132	4.6%	115
Bought for child in last 12 mo: model kit/set	80	2.8%	108
Bought for child in last 12 mo: sound game	80	2.8%	99
Bought for child in last 12 mo: water toy	315	10.9%	114
Bought for child in last 12 mo: word game	117	4.1%	105
Bought book in last 12 months	1,551	53.8%	107
Bought 1-3 books in last 12 months	601	20.9%	106
Bought 4-9 books in last 12 months	479	16.6%	107
Bought 10+ books in last 12 months	471	16.3%	108
Bought paperback book in last 12 months	1,203	41.8%	110
Bought <3 paperback books in last 12 months	413	14.3%	111
Bought 3-6 paperback books in last 12 months	422	14.6%	111
Bought 7+ paperback books in last 12 months	368	12.8%	108
Bought hardcover book in last 12 months	848	29.4%	105
Bought <3 hardcover books in last 12 months	366	12.7%	104
Bought 3-5 hardcover books in last 12 months	240	8.3%	104
Bought 6+ hardcover books in last 12 months	242	8.4%	107
Bought book (fiction) in last 12 months	894	31.0%	110
Bought book (non-fiction) in last 12 months	779	27.0%	106
Bought biography in last 12 months	213	7.4%	102
Bought children`s book in last 12 months	372	12.9%	101
Bought cookbook in last 12 months	323	11.2%	102
Bought desk dictionary in last 12 months	53	1.8%	91
Bought history book in last 12 months	209	7.3%	96
Bought mystery book in last 12 months	352	12.2%	109
Bought personal/business self-help book last 12 mo	229	7.9%	111
Bought religious book (not bible) last 12 months	237	8.2%	108
Bought romance book in last 12 months	181	6.3%	96
Bought science fiction book in last 12 months	140	4.9%	107
Bought book through book club in last 12 months	115	4.0%	92
Bought book at book store in last 12 months	1,075	37.3%	111
Bought book at Barnes & Noble in last 12 months	623	21.6%	110
Bought book at Borders in last 12 months	370	12.8%	116
Bought book at convenience store in last 12 months	57	2.0%	89
Bought book at department store in last 12 months	226	7.8%	103
Bought book at drug store in last 12 months	58	2.0%	89
Bought book through Internet in last 12 mo	320	11.1%	109
Bought book through mail order in last 12 months	91	3.2%	93
Bought book at supermarket in last 12 months	165	5.7%	110
Bought book at warehouse store in last 12 months	177	6.1%	106

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Population 18+		29,431	31,364
Households		16,238	17,408
Median Household Income		\$64,953	\$73,258
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,448	11.7%	119
Participated in archery	772	2.6%	99
Participated in backpacking/hiking	3,057	10.4%	110
Participated in baseball	1,586	5.4%	104
Participated in basketball	3,017	10.3%	110
Participated in bicycling (mountain)	1,227	4.2%	113
Participated in bicycling (road)	3,171	10.8%	112
Participated in boating (power)	2,017	6.9%	111
Participated in bowling	4,212	14.3%	123
Participated in canoeing/kayaking	1,523	5.2%	108
Participated in downhill skiing	884	3.0%	103
Participated in fishing (fresh water)	4,121	14.0%	107
Participated in fishing (salt water)	1,462	5.0%	109
Participated in football	2,023	6.9%	110
Participated in Frisbee	1,765	6.0%	110
Participated in golf	3,472	11.8%	114
Play golf < once a month	1,309	4.4%	112
Play golf 1+ times a month	1,734	5.9%	109
Participated in horseback riding	842	2.9%	94
Participated in hunting with rifle	1,350	4.6%	95
Participated in hunting with shotgun	1,167	4.0%	93
Participated in ice skating	944	3.2%	111
Participated in jogging/running	3,848	13.1%	124
Participated in martial arts	380	1.3%	92
Participated in motorcycling	1,148	3.9%	106
Participated in Pilates	1,029	3.5%	107
Participated in roller skating	550	1.9%	89
Participated in snowboarding	634	2.2%	112
Participated in soccer	1,493	5.1%	118
Participated in softball	1,203	4.1%	105
Participated in swimming	6,454	21.9%	113
Participated in target shooting	1,164	4.0%	103
Participated in tennis	1,430	4.9%	114
Participated in volleyball	1,179	4.0%	115
Participated in walking for exercise	9,489	32.2%	108
Participated in weight lifting	4,153	14.1%	120
Participated in yoga	1,909	6.5%	112
Spent on high end sports/recreation equipment/12 mo: <\$250	1,421	4.8%	109
Spent on high end sports/recreation equipment/12 mo: \$250+	1,291	4.4%	112
Attend sports event: auto racing (NASCAR)	2,606	8.9%	121
Attend sports event: auto racing (not NASCAR)	2,128	7.2%	114
Attend sports event: baseball game	4,862	16.5%	112

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,838	9.6%	121
Attend sports event: basketball game (pro)	2,946	10.0%	117
Attend sports event: football game (college)	3,626	12.3%	119
Attend sports event: football-Monday night game (pro)	2,106	7.2%	117
Attend sports event: football-weekend game (pro)	3,217	10.9%	121
Attend sports event: golf tournament	1,900	6.5%	116
Attend sports event: ice hockey game	2,309	7.8%	118
Attend sports event: soccer game	2,239	7.6%	123
Attend sports event: tennis match	1,621	5.5%	112
Attended adult education course in last 12 months	2,250	7.6%	115
Attended auto show in last 12 months	2,663	9.0%	109
Went to bar/night club in last 12 months	6,389	21.7%	114
Went to beach in last 12 months	7,642	26.0%	106
Attended dance performance in last 12 months	1,453	4.9%	111
Danced/went dancing in last 12 months	3,009	10.2%	108
Dined out in last 12 months	15,615	53.1%	108
Dine out < once a month	1,361	4.6%	98
Dine out once a month	1,819	6.2%	100
Dine out 2-3 times a month	3,802	12.9%	112
Dine out once a week	3,861	13.1%	114
Dine out 2+ times per week	2,972	10.1%	102
Gambled at casino in last 12 months	5,151	17.5%	109
Gambled at casino 6+ times in last 12 months	899	3.1%	112
Gambled in Atlantic City in last 12 months	639	2.2%	86
Gambled in Las Vegas in last 12 months	1,689	5.7%	120
Attended horse races in last 12 months	949	3.2%	109
Attended movies in last 6 months	18,616	63.3%	107
Attended movies in last 90 days: < once a month	10,241	34.8%	108
Attended movies in last 90 days: once a month	3,557	12.1%	118
Attended movies in last 90 days: 2-3 times a month	2,152	7.3%	108
Attended movies in last 90 days: once/week or more	757	2.6%	101
Prefer to see movie after second week of release	7,415	25.2%	106
Went to museum in last 12 months	4,080	13.9%	109
Attended music performance in last 12 months	7,883	26.8%	113
Attended country music performance in last 12 mo	1,642	5.6%	110
Attended rock music performance in last 12 months	3,625	12.3%	113
Attended classical music/opera performance/12 mo	1,285	4.4%	95
Went to live theater in last 12 months	4,284	14.6%	111
Visited a theme park in last 12 months	7,235	24.6%	114
Visited Disney World (FL)/12 mo: Magic Kingdom	1,113	3.8%	112
Visited any Sea World in last 12 months	1,094	3.7%	110
Visited any Six Flags in last 12 months	1,891	6.4%	111
Went to zoo in last 12 months	4,541	15.4%	121
Played backgammon in last 12 months	657	2.2%	111
Participated in book club in last 12 months	869	3.0%	93
Played billiards/pool in last 12 months	3,310	11.2%	117
Played bingo in last 12 months	1,189	4.0%	95
Did birdwatching in last 12 months	1,778	6.0%	97
Played board game in last 12 months	5,513	18.7%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	6,692	22.7%	109
Played chess in last 12 months	1,194	4.1%	111
Cooked for fun in last 12 months	6,806	23.1%	111
Did crossword puzzle in last 12 months	4,361	14.8%	102
Participated in fantasy sports league last 12 mo	1,097	3.7%	114
Flew a kite in last 12 months	937	3.2%	112
Did furniture refinishing in last 12 months	913	3.1%	96
Did indoor gardening/plant care in last 12 months	3,006	10.2%	101
Participated in karaoke in last 12 months	1,423	4.8%	109
Bought lottery ticket in last 12 months	10,185	34.6%	100
Bought lottery ticket in last 12 mo: Daily Drawing	1,222	4.2%	86
Bought lottery ticket in last 12 mo: Instant Game	4,514	15.3%	97
Bought lottery ticket in last 12 mo: Lotto Drawing	6,741	22.9%	107
Played lottery: <3 times in last 30 days	4,725	16.1%	102
Played lottery: 3-7 times in last 30 days	2,668	9.1%	94
Played lottery: 8+ times in last 30 days	2,792	9.5%	102
Played musical instrument in last 12 months	2,647	9.0%	113
Did painting/drawing in last 12 months	2,038	6.9%	106
Did photography in last 12 months	4,255	14.5%	115
Read book in last 12 months	12,812	43.5%	107
Participated in trivia games in last 12 months	1,934	6.6%	109
Played video game in last 12 months	4,621	15.7%	118
Did woodworking in last 12 months	1,343	4.6%	97
Participated in word games in last 12 months	2,884	9.8%	103
Member of AARP	4,255	14.5%	94
Member of business club	774	2.6%	105
Member of charitable organization	2,000	6.8%	108
Member of church board	1,239	4.2%	98
Member of fraternal order	1,078	3.7%	104
Member of religious club	1,835	6.2%	97
Member of union	1,577	5.4%	102
Member of veterans club	921	3.1%	92
Bought any children`s toy/game in last 12 months	11,066	37.6%	109
Spent on toys/games in last 12 months: <\$50	1,924	6.5%	107
Spent on toys/games in last 12 months: \$50-99	835	2.8%	103
Spent on toys/games in last 12 months: \$100-199	2,090	7.1%	99
Spent on toys/games in last 12 months: \$200-499	3,463	11.8%	109
Spent on toys/games in last 12 months: \$500+	1,927	6.5%	114
Bought infant toy in last 12 months	2,661	9.0%	108
Bought pre-school toy in last 12 months	2,601	8.8%	109
Spent on toys/games (for child <6)/12 mo: <\$100	3,559	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	2,005	6.8%	101
Spent on toys/games (for child <6)/12 mo: \$200+	2,474	8.4%	109
Bought for child in last 12 mo: boy action figure	2,568	8.7%	108
Bought for child in last 12 mo: girl action figure	846	2.9%	93
Bought for child in last 12 mo: bicycle	2,173	7.4%	108
Bought for child in last 12 mo: board game	4,031	13.7%	115

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,040	3.5%	104
Bought for child in last 12 mo: car	2,820	9.6%	104
Bought for child in last 12 mo: construction toy	1,513	5.1%	104
Bought for child in last 12 mo: large/baby doll	1,813	6.2%	94
Bought for child in last 12 mo: fashion doll	1,552	5.3%	103
Bought for child in last 12 mo: plush doll/animal	2,739	9.3%	111
Bought for child in last 12 mo: doll accessories	1,222	4.2%	103
Bought for child in last 12 mo: doll clothing	1,255	4.3%	103
Bought for child in last 12 mo: educational toy	4,381	14.9%	109
Bought for child in last 12 mo: electronic game	2,991	10.2%	109
Bought for child in last 12 mo: mechanical toy	1,237	4.2%	105
Bought for child in last 12 mo: model kit/set	813	2.8%	107
Bought for child in last 12 mo: sound game	772	2.6%	94
Bought for child in last 12 mo: water toy	3,158	10.7%	112
Bought for child in last 12 mo: word game	1,205	4.1%	106
Bought book in last 12 months	15,935	54.1%	108
Bought 1-3 books in last 12 months	6,186	21.0%	107
Bought 4-9 books in last 12 months	5,002	17.0%	109
Bought 10+ books in last 12 months	4,745	16.1%	107
Bought paperback book in last 12 months	12,238	41.6%	110
Bought <3 paperback books in last 12 months	4,202	14.3%	110
Bought 3-6 paperback books in last 12 months	4,334	14.7%	112
Bought 7+ paperback books in last 12 months	3,702	12.6%	107
Bought hardcover book in last 12 months	9,016	30.6%	110
Bought <3 hardcover books in last 12 months	3,983	13.5%	110
Bought 3-5 hardcover books in last 12 months	2,612	8.9%	111
Bought 6+ hardcover books in last 12 months	2,421	8.2%	105
Bought book (fiction) in last 12 months	9,200	31.3%	111
Bought book (non-fiction) in last 12 months	8,122	27.6%	109
Bought biography in last 12 months	2,253	7.7%	105
Bought children`s book in last 12 months	4,023	13.7%	107
Bought cookbook in last 12 months	3,288	11.2%	102
Bought desk dictionary in last 12 months	557	1.9%	93
Bought history book in last 12 months	2,152	7.3%	97
Bought mystery book in last 12 months	3,653	12.4%	110
Bought personal/business self-help book last 12 mo	2,477	8.4%	117
Bought religious book (not bible) last 12 months	2,264	7.7%	101
Bought romance book in last 12 months	1,913	6.5%	100
Bought science fiction book in last 12 months	1,449	4.9%	108
Bought book through book club in last 12 months	1,218	4.1%	96
Bought book at book store in last 12 months	11,195	38.0%	113
Bought book at Barnes & Noble in last 12 months	6,636	22.5%	114
Bought book at Borders in last 12 months	3,799	12.9%	116
Bought book at convenience store in last 12 months	600	2.0%	92
Bought book at department store in last 12 months	2,215	7.5%	98
Bought book at drug store in last 12 months	603	2.0%	90
Bought book through Internet in last 12 mo	3,154	10.7%	105
Bought book through mail order in last 12 months	882	3.0%	88
Bought book at supermarket in last 12 months	1,658	5.6%	108
Bought book at warehouse store in last 12 months	1,752	6.0%	102

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Population 18+		67,764	71,113
Households		35,965	37,890
Median Household Income		\$65,442	\$73,946
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	7,835	11.6%	117
Participated in archery	1,781	2.6%	99
Participated in backpacking/hiking	7,063	10.4%	111
Participated in baseball	3,668	5.4%	104
Participated in basketball	6,817	10.1%	108
Participated in bicycling (mountain)	2,852	4.2%	114
Participated in bicycling (road)	7,366	10.9%	113
Participated in boating (power)	4,641	6.8%	111
Participated in bowling	9,559	14.1%	121
Participated in canoeing/kayaking	3,575	5.3%	110
Participated in downhill skiing	2,096	3.1%	106
Participated in fishing (fresh water)	9,354	13.8%	105
Participated in fishing (salt water)	3,431	5.1%	111
Participated in football	4,567	6.7%	108
Participated in Frisbee	3,990	5.9%	108
Participated in golf	7,996	11.8%	114
Play golf < once a month	3,016	4.5%	112
Play golf 1+ times a month	4,027	5.9%	110
Participated in horseback riding	1,955	2.9%	95
Participated in hunting with rifle	3,069	4.5%	93
Participated in hunting with shotgun	2,641	3.9%	92
Participated in ice skating	2,204	3.3%	113
Participated in jogging/running	8,577	12.7%	120
Participated in martial arts	891	1.3%	94
Participated in motorcycling	2,644	3.9%	106
Participated in Pilates	2,437	3.6%	110
Participated in roller skating	1,354	2.0%	95
Participated in snowboarding	1,360	2.0%	105
Participated in soccer	3,254	4.8%	112
Participated in softball	2,781	4.1%	105
Participated in swimming	15,045	22.2%	114
Participated in target shooting	2,784	4.1%	106
Participated in tennis	3,258	4.8%	113
Participated in volleyball	2,670	3.9%	113
Participated in walking for exercise	22,099	32.6%	109
Participated in weight lifting	9,556	14.1%	120
Participated in yoga	4,282	6.3%	109
Spent on high end sports/recreation equipment/12 mo: <\$250	3,191	4.7%	107
Spent on high end sports/recreation equipment/12 mo: \$250+	2,997	4.4%	113
Attend sports event: auto racing (NASCAR)	5,613	8.3%	113
Attend sports event: auto racing (not NASCAR)	4,722	7.0%	110
Attend sports event: baseball game	11,360	16.8%	113

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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# Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	6,271	9.3%	116
Attend sports event: basketball game (pro)	6,705	9.9%	116
Attend sports event: football game (college)	8,165	12.0%	117
Attend sports event: football-Monday night game (pro)	4,739	7.0%	114
Attend sports event: football-weekend game (pro)	7,256	10.7%	118
Attend sports event: golf tournament	4,284	6.3%	114
Attend sports event: ice hockey game	5,279	7.8%	118
Attend sports event: soccer game	4,901	7.2%	117
Attend sports event: tennis match	3,603	5.3%	108
Attended adult education course in last 12 months	5,058	7.5%	113
Attended auto show in last 12 months	6,179	9.1%	110
Went to bar/night club in last 12 months	14,513	21.4%	112
Went to beach in last 12 months	18,128	26.8%	109
Attended dance performance in last 12 months	3,327	4.9%	110
Danced/went dancing in last 12 months	6,752	10.0%	105
Dined out in last 12 months	36,089	53.3%	108
Dine out < once a month	3,398	5.0%	107
Dine out once a month	4,315	6.4%	103
Dine out 2-3 times a month	8,620	12.7%	111
Dine out once a week	8,739	12.9%	112
Dine out 2+ times per week	6,809	10.0%	102
Gambled at casino in last 12 months	11,984	17.7%	110
Gambled at casino 6+ times in last 12 months	1,964	2.9%	107
Gambled in Atlantic City in last 12 months	1,551	2.3%	90
Gambled in Las Vegas in last 12 months	3,714	5.5%	115
Attended horse races in last 12 months	2,077	3.1%	103
Attended movies in last 6 months	42,575	62.8%	107
Attended movies in last 90 days: < once a month	23,519	34.7%	107
Attended movies in last 90 days: once a month	7,960	11.7%	115
Attended movies in last 90 days: 2-3 times a month	4,882	7.2%	107
Attended movies in last 90 days: once/week or more	1,655	2.4%	96
Prefer to see movie after second week of release	17,412	25.7%	108
Went to museum in last 12 months	9,354	13.8%	108
Attended music performance in last 12 months	18,060	26.7%	112
Attended country music performance in last 12 mo	3,644	5.4%	106
Attended rock music performance in last 12 months	8,354	12.3%	113
Attended classical music/opera performance/12 mo	3,077	4.5%	99
Went to live theater in last 12 months	9,935	14.7%	112
Visited a theme park in last 12 months	16,521	24.4%	113
Visited Disney World (FL)/12 mo: Magic Kingdom	2,621	3.9%	114
Visited any Sea World in last 12 months	2,544	3.8%	111
Visited any Six Flags in last 12 months	4,212	6.2%	107
Went to zoo in last 12 months	10,348	15.3%	120
Played backgammon in last 12 months	1,504	2.2%	111
Participated in book club in last 12 months	2,067	3.1%	96
Played billiards/pool in last 12 months	7,348	10.8%	113
Played bingo in last 12 months	2,853	4.2%	99
Did birdwatching in last 12 months	4,239	6.3%	101
Played board game in last 12 months	12,687	18.7%	115

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	15,378	22.7%	108
Played chess in last 12 months	2,686	4.0%	108
Cooked for fun in last 12 months	15,620	23.1%	111
Did crossword puzzle in last 12 months	10,284	15.2%	104
Participated in fantasy sports league last 12 mo	2,465	3.6%	112
Flew a kite in last 12 months	2,104	3.1%	110
Did furniture refinishing in last 12 months	2,249	3.3%	103
Did indoor gardening/plant care in last 12 months	7,048	10.4%	103
Participated in karaoke in last 12 months	3,077	4.5%	103
Bought lottery ticket in last 12 months	23,857	35.2%	102
Bought lottery ticket in last 12 mo: Daily Drawing	2,919	4.3%	89
Bought lottery ticket in last 12 mo: Instant Game	10,578	15.6%	98
Bought lottery ticket in last 12 mo: Lotto Drawing	15,597	23.0%	108
Played lottery: <3 times in last 30 days	10,977	16.2%	103
Played lottery: 3-7 times in last 30 days	6,408	9.5%	98
Played lottery: 8+ times in last 30 days	6,474	9.6%	102
Played musical instrument in last 12 months	5,893	8.7%	109
Did painting/drawing in last 12 months	4,639	6.8%	105
Did photography in last 12 months	9,599	14.2%	112
Read book in last 12 months	29,663	43.8%	107
Participated in trivia games in last 12 months	4,531	6.7%	111
Played video game in last 12 months	10,276	15.2%	114
Did woodworking in last 12 months	3,213	4.7%	101
Participated in word games in last 12 months	6,678	9.9%	103
Member of AARP	10,294	15.2%	98
Member of business club	1,890	2.8%	112
Member of charitable organization	4,628	6.8%	108
Member of church board	2,835	4.2%	97
Member of fraternal order	2,469	3.6%	103
Member of religious club	4,310	6.4%	99
Member of union	3,757	5.5%	105
Member of veterans club	2,183	3.2%	95
Bought any children`s toy/game in last 12 months	25,536	37.7%	109
Spent on toys/games in last 12 months: <\$50	4,423	6.5%	107
Spent on toys/games in last 12 months: \$50-99	1,904	2.8%	102
Spent on toys/games in last 12 months: \$100-199	4,775	7.0%	98
Spent on toys/games in last 12 months: \$200-499	8,077	11.9%	110
Spent on toys/games in last 12 months: \$500+	4,502	6.6%	115
Bought infant toy in last 12 months	6,123	9.0%	108
Bought pre-school toy in last 12 months	5,931	8.8%	108
Spent on toys/games (for child <6)/12 mo: <\$100	8,049	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	4,678	6.9%	102
Spent on toys/games (for child <6)/12 mo: \$200+	5,784	8.5%	110
Bought for child in last 12 mo: boy action figure	5,968	8.8%	109
Bought for child in last 12 mo: girl action figure	2,002	3.0%	96
Bought for child in last 12 mo: bicycle	5,096	7.5%	110
Bought for child in last 12 mo: board game	9,290	13.7%	116

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,463	3.6%	107
Bought for child in last 12 mo: car	6,495	9.6%	104
Bought for child in last 12 mo: construction toy	3,511	5.2%	105
Bought for child in last 12 mo: large/baby doll	4,379	6.5%	99
Bought for child in last 12 mo: fashion doll	3,486	5.1%	101
Bought for child in last 12 mo: plush doll/animal	6,544	9.7%	115
Bought for child in last 12 mo: doll accessories	2,807	4.1%	103
Bought for child in last 12 mo: doll clothing	2,829	4.2%	101
Bought for child in last 12 mo: educational toy	10,309	15.2%	112
Bought for child in last 12 mo: electronic game	7,016	10.4%	111
Bought for child in last 12 mo: mechanical toy	2,924	4.3%	108
Bought for child in last 12 mo: model kit/set	1,905	2.8%	109
Bought for child in last 12 mo: sound game	1,764	2.6%	93
Bought for child in last 12 mo: water toy	7,277	10.7%	112
Bought for child in last 12 mo: word game	2,678	4.0%	103
Bought book in last 12 months	36,855	54.4%	108
Bought 1-3 books in last 12 months	14,157	20.9%	106
Bought 4-9 books in last 12 months	11,481	16.9%	109
Bought 10+ books in last 12 months	11,214	16.5%	110
Bought paperback book in last 12 months	28,315	41.8%	110
Bought <3 paperback books in last 12 months	9,593	14.2%	109
Bought 3-6 paperback books in last 12 months	9,916	14.6%	111
Bought 7+ paperback books in last 12 months	8,806	13.0%	110
Bought hardcover book in last 12 months	21,001	31.0%	111
Bought <3 hardcover books in last 12 months	9,249	13.6%	111
Bought 3-5 hardcover books in last 12 months	6,029	8.9%	111
Bought 6+ hardcover books in last 12 months	5,726	8.5%	108
Bought book (fiction) in last 12 months	21,171	31.2%	111
Bought book (non-fiction) in last 12 months	18,886	27.9%	110
Bought biography in last 12 months	5,161	7.6%	105
Bought children's book in last 12 months	9,461	14.0%	110
Bought cookbook in last 12 months	7,680	11.3%	104
Bought desk dictionary in last 12 months	1,274	1.9%	93
Bought history book in last 12 months	5,155	7.6%	101
Bought mystery book in last 12 months	8,285	12.2%	109
Bought personal/business self-help book last 12 mo	5,784	8.5%	119
Bought religious book (not bible) last 12 months	5,407	8.0%	105
Bought romance book in last 12 months	4,422	6.5%	100
Bought science fiction book in last 12 months	3,361	5.0%	109
Bought book through book club in last 12 months	2,943	4.3%	100
Bought book at book store in last 12 months	25,706	37.9%	113
Bought book at Barnes & Noble in last 12 months	15,448	22.8%	116
Bought book at Borders in last 12 months	8,756	12.9%	116
Bought book at convenience store in last 12 months	1,372	2.0%	91
Bought book at department store in last 12 months	5,127	7.6%	99
Bought book at drug store in last 12 months	1,385	2.0%	90
Bought book through Internet in last 12 mo	7,510	11.1%	109
Bought book through mail order in last 12 months	2,012	3.0%	87
Bought book at supermarket in last 12 months	3,771	5.6%	107
Bought book at warehouse store in last 12 months	4,302	6.3%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	28.0%	Population	3,924	4,090
Up and Coming Families	25.6%	Households	1,666	1,751
Old and Newcomers	22.6%	Families	1,179	1,229
Salt of the Earth	19.0%	Median Age	35.7	35.8
In Style	4.7%	Median Household Income	\$66,129	\$75,041
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		77	\$1,835.04	\$3,057,055
Men's		72	\$331.16	\$551,697
Women's		68	\$564.65	\$940,662
Children's		83	\$332.40	\$553,747
Footwear		54	\$223.28	\$371,965
Watches & Jewelry		111	\$216.17	\$360,119
Apparel Products and Services (1)		179	\$167.39	\$278,865
<b>Computer</b>				
Computers and Hardware for Home Use		112	\$214.95	\$358,099
Software and Accessories for Home Use		112	\$31.96	\$53,243
<b>Entertainment &amp; Recreation</b>		113	\$3,633.07	\$6,052,450
Fees and Admissions		114	\$705.57	\$1,175,440
Membership Fees for Clubs (2)		112	\$182.96	\$304,801
Fees for Participant Sports, excl. Trips		114	\$121.54	\$202,482
Admission to Movie/Theatre/Opera/Ballet		112	\$169.91	\$283,061
Admission to Sporting Events, excl. Trips		117	\$69.72	\$116,152
Fees for Recreational Lessons		118	\$160.65	\$267,632
Dating Services		102	\$0.79	\$1,310
TV/Video/Audio		108	\$1,344.81	\$2,240,371
Community Antenna or Cable TV		107	\$768.55	\$1,280,345
Televisions		113	\$218.20	\$363,508
VCRs, Video Cameras, and DVD Players		112	\$22.72	\$37,842
Video Cassettes and DVDs		110	\$57.96	\$96,560
Video and Computer Game Hardware and Software		116	\$64.91	\$108,138
Satellite Dishes		116	\$1.46	\$2,426
Rental of Video Cassettes and DVDs		114	\$46.88	\$78,100
Streaming/Downloaded Video		109	\$1.53	\$2,551
Audio (3)		105	\$154.62	\$257,583
Rental and Repair of TV/Radio/Sound Equipment		105	\$8.00	\$13,319
Pets		137	\$588.72	\$980,770
Toys and Games (4)		112	\$162.94	\$271,450
Recreational Vehicles and Fees (5)		109	\$351.23	\$585,126
Sports/Recreation/Exercise Equipment (6)		90	\$163.60	\$272,540
Photo Equipment and Supplies (7)		114	\$117.78	\$196,215
Reading (8)		109	\$169.57	\$282,494
Catered Affairs (9)		117	\$28.84	\$48,044
<b>Food</b>		109	\$8,352.76	\$13,915,138
Food at Home		108	\$4,815.24	\$8,021,869
Bakery and Cereal Products		108	\$643.00	\$1,071,190
Meats, Poultry, Fish, and Eggs		107	\$1,106.44	\$1,843,256
Dairy Products		108	\$536.15	\$893,188
Fruits and Vegetables		107	\$840.42	\$1,400,085
Snacks and Other Food at Home (10)		108	\$1,689.23	\$2,814,151
Food Away from Home		110	\$3,537.52	\$5,893,270
Alcoholic Beverages		111	\$631.41	\$1,051,881
Nonalcoholic Beverages at Home		108	\$470.97	\$784,606

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	107	\$1,857.12	\$3,093,845
Vehicle Loans	112	\$5,485.56	\$9,138,581
<b>Health</b>			
Nonprescription Drugs	106	\$109.11	\$181,777
Prescription Drugs	104	\$517.71	\$862,477
Eyeglasses and Contact Lenses	111	\$85.44	\$142,337
<b>Home</b>			
Mortgage Payment and Basics (11)	117	\$10,999.64	\$18,324,672
Maintenance and Remodeling Services	114	\$2,256.95	\$3,759,935
Maintenance and Remodeling Materials (12)	114	\$423.01	\$704,701
Utilities, Fuel, and Public Services	107	\$4,867.07	\$8,108,208
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$146.61	\$244,241
Furniture	111	\$668.53	\$1,113,725
Floor Coverings	112	\$83.84	\$139,679
Major Appliances (14)	111	\$335.76	\$559,345
Housewares (15)	97	\$83.84	\$139,677
Small Appliances	108	\$35.51	\$59,164
Luggage	114	\$10.57	\$17,601
Telephones and Accessories	76	\$32.22	\$53,681
<b>Household Operations</b>			
Child Care	119	\$548.82	\$914,303
Lawn and Garden (16)	110	\$459.14	\$764,904
Moving/Storage/Freight Express	105	\$63.82	\$106,326
Housekeeping Supplies (17)	108	\$760.86	\$1,267,539
<b>Insurance</b>			
Owners and Renters Insurance	112	\$516.42	\$860,316
Vehicle Insurance	109	\$1,269.37	\$2,114,683
Life/Other Insurance	111	\$464.00	\$772,988
Health Insurance	107	\$2,060.23	\$3,432,209
Personal Care Products (18)	110	\$438.62	\$730,704
School Books and Supplies (19)	110	\$117.42	\$195,609
Smoking Products	104	\$445.67	\$742,450
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	111	\$4,874.46	\$8,120,526
Gasoline and Motor Oil	109	\$3,124.07	\$5,204,491
Vehicle Maintenance and Repairs	110	\$1,033.84	\$1,722,302
<b>Travel</b>			
Airline Fares	113	\$516.17	\$859,902
Lodging on Trips	112	\$488.99	\$814,627
Auto/Truck/Van Rental on Trips	115	\$42.36	\$70,574
Food and Drink on Trips	111	\$484.75	\$807,565

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**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



# Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	21.6%	Population	39,685	42,362
Enterprising Professionals	12.7%	Households	16,238	17,408
Old and Newcomers	9.8%	Families	10,951	11,639
Aspiring Young Families	9.4%	Median Age	34.4	34.6
Young and Restless	9.0%	Median Household Income	\$64,953	\$73,258
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		76	\$1,821.63	\$29,579,340
Men's		72	\$328.29	\$5,330,700
Women's		67	\$555.46	\$9,019,389
Children's		83	\$331.44	\$5,381,842
Footwear		54	\$223.51	\$3,629,352
Watches & Jewelry		107	\$208.20	\$3,380,741
Apparel Products and Services (1)		187	\$174.74	\$2,837,315
<b>Computer</b>				
Computers and Hardware for Home Use		110	\$211.64	\$3,436,591
Software and Accessories for Home Use		112	\$31.80	\$516,375
<b>Entertainment &amp; Recreation</b>		108	\$3,483.36	\$56,562,220
Fees and Admissions		109	\$675.72	\$10,972,298
Membership Fees for Clubs (2)		106	\$174.25	\$2,829,459
Fees for Participant Sports, excl. Trips		109	\$116.18	\$1,886,547
Admission to Movie/Theatre/Opera/Ballet		111	\$168.55	\$2,736,871
Admission to Sporting Events, excl. Trips		112	\$66.58	\$1,081,103
Fees for Recreational Lessons		109	\$149.33	\$2,424,843
Dating Services		108	\$0.83	\$13,475
TV/Video/Audio		107	\$1,326.30	\$21,536,290
Community Antenna or Cable TV		104	\$750.44	\$12,185,459
Televisions		112	\$215.74	\$3,503,127
VCRs, Video Cameras, and DVD Players		113	\$22.92	\$372,115
Video Cassettes and DVDs		113	\$59.38	\$964,190
Video and Computer Game Hardware and Software		117	\$65.43	\$1,062,446
Satellite Dishes		112	\$1.41	\$22,936
Rental of Video Cassettes and DVDs		115	\$47.39	\$769,432
Streaming/Downloaded Video		108	\$1.52	\$24,643
Audio (3)		105	\$154.13	\$2,502,792
Rental and Repair of TV/Radio/Sound Equipment		105	\$7.95	\$129,150
Pets		129	\$552.95	\$8,978,630
Toys and Games (4)		110	\$159.42	\$2,588,582
Recreational Vehicles and Fees (5)		96	\$310.30	\$5,038,653
Sports/Recreation/Exercise Equipment (6)		85	\$154.85	\$2,514,383
Photo Equipment and Supplies (7)		109	\$113.34	\$1,840,314
Reading (8)		103	\$159.65	\$2,592,323
Catered Affairs (9)		125	\$30.84	\$500,748
<b>Food</b>		107	\$8,218.96	\$133,458,135
Food at Home		105	\$4,715.17	\$76,564,093
Bakery and Cereal Products		104	\$623.21	\$10,119,608
Meats, Poultry, Fish, and Eggs		105	\$1,091.97	\$17,731,278
Dairy Products		104	\$519.70	\$8,438,799
Fruits and Vegetables		105	\$824.09	\$13,381,468
Snacks and Other Food at Home (10)		106	\$1,656.19	\$26,892,940
Food Away from Home		109	\$3,503.79	\$56,894,042
Alcoholic Beverages		112	\$638.56	\$10,368,806
Nonalcoholic Beverages at Home		106	\$463.87	\$7,532,317

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	95	\$1,653.48	\$26,848,994
Vehicle Loans	109	\$5,353.10	\$86,922,786
<b>Health</b>			
Nonprescription Drugs	101	\$103.87	\$1,686,629
Prescription Drugs	96	\$478.30	\$7,766,492
Eyeglasses and Contact Lenses	104	\$80.21	\$1,302,454
<b>Home</b>			
Mortgage Payment and Basics (11)	108	\$10,114.00	\$164,229,525
Maintenance and Remodeling Services	103	\$2,042.85	\$33,171,516
Maintenance and Remodeling Materials (12)	100	\$372.47	\$6,048,176
Utilities, Fuel, and Public Services	104	\$4,709.27	\$76,468,348
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	106	\$141.45	\$2,296,912
Furniture	108	\$651.44	\$10,577,945
Floor Coverings	103	\$76.98	\$1,249,987
Major Appliances (14)	102	\$310.82	\$5,047,044
Housewares (15)	96	\$82.68	\$1,342,606
Small Appliances	104	\$34.03	\$552,518
Luggage	109	\$10.09	\$163,842
Telephones and Accessories	77	\$32.80	\$532,623
<b>Household Operations</b>			
Child Care	119	\$551.74	\$8,959,113
Lawn and Garden (16)	100	\$417.00	\$6,771,118
Moving/Storage/Freight Express	108	\$65.78	\$1,068,129
Housekeeping Supplies (17)	105	\$736.17	\$11,953,866
<b>Insurance</b>			
Owners and Renters Insurance	102	\$472.35	\$7,669,940
Vehicle Insurance	106	\$1,240.18	\$20,137,832
Life/Other Insurance	101	\$421.35	\$6,841,731
Health Insurance	99	\$1,921.65	\$31,203,467
Personal Care Products (18)	109	\$432.95	\$7,030,223
School Books and Supplies (19)	113	\$120.05	\$1,949,316
Smoking Products	103	\$441.56	\$7,170,011
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	109	\$4,765.40	\$77,379,810
Gasoline and Motor Oil	106	\$3,051.05	\$49,542,424
Vehicle Maintenance and Repairs	107	\$1,004.84	\$16,316,446
<b>Travel</b>			
Airline Fares	109	\$501.94	\$8,150,395
Lodging on Trips	105	\$457.57	\$7,429,864
Auto/Truck/Van Rental on Trips	112	\$41.39	\$672,104
Food and Drink on Trips	105	\$459.00	\$7,453,232

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



# Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Up and Coming Families	14.8%	Population	91,686	96,178
Aspiring Young Families	8.8%	Households	35,965	37,890
Enterprising Professionals	8.7%	Families	25,082	26,212
Sophisticated Squires	7.3%	Median Age	35.5	35.8
Milk and Cookies	6.5%	Median Household Income	\$65,442	\$73,946
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		79	\$1,879.73	\$67,604,756
Men's		74	\$338.87	\$12,187,429
Women's		69	\$576.49	\$20,733,588
Children's		85	\$339.77	\$12,219,826
Footwear		55	\$229.33	\$8,247,751
Watches & Jewelry		112	\$217.06	\$7,806,580
Apparel Products and Services (1)		190	\$178.22	\$6,409,583
<b>Computer</b>				
Computers and Hardware for Home Use		114	\$217.65	\$7,827,775
Software and Accessories for Home Use		115	\$32.65	\$1,174,388
<b>Entertainment &amp; Recreation</b>		112	\$3,626.38	\$130,423,160
Fees and Admissions		115	\$711.86	\$25,602,264
Membership Fees for Clubs (2)		113	\$184.86	\$6,648,414
Fees for Participant Sports, excl. Trips		115	\$122.17	\$4,393,898
Admission to Movie/Theatre/Opera/Ballet		115	\$174.48	\$6,275,133
Admission to Sporting Events, excl. Trips		118	\$69.96	\$2,516,256
Fees for Recreational Lessons		117	\$159.56	\$5,738,575
Dating Services		108	\$0.83	\$29,989
TV/Video/Audio		110	\$1,366.98	\$49,163,693
Community Antenna or Cable TV		108	\$776.81	\$27,938,119
Televisions		115	\$223.12	\$8,024,545
VCRs, Video Cameras, and DVD Players		114	\$23.27	\$837,062
Video Cassettes and DVDs		114	\$60.02	\$2,158,565
Video and Computer Game Hardware and Software		119	\$66.60	\$2,395,192
Satellite Dishes		115	\$1.46	\$52,322
Rental of Video Cassettes and DVDs		116	\$47.92	\$1,723,410
Streaming/Downloaded Video		113	\$1.58	\$56,870
Audio (3)		107	\$157.95	\$5,680,754
Rental and Repair of TV/Radio/Sound Equipment		109	\$8.25	\$296,853
Pets		134	\$577.81	\$20,780,842
Toys and Games (4)		113	\$163.94	\$5,896,062
Recreational Vehicles and Fees (5)		102	\$328.69	\$11,821,545
Sports/Recreation/Exercise Equipment (6)		89	\$160.76	\$5,781,578
Photo Equipment and Supplies (7)		113	\$117.47	\$4,224,713
Reading (8)		108	\$167.81	\$6,035,252
Catered Affairs (9)		126	\$31.06	\$1,117,210
<b>Food</b>		110	\$8,483.83	\$305,122,217
Food at Home		109	\$4,871.85	\$175,216,904
Bakery and Cereal Products		108	\$645.71	\$23,223,088
Meats, Poultry, Fish, and Eggs		109	\$1,128.15	\$40,573,903
Dairy Products		108	\$537.51	\$19,331,631
Fruits and Vegetables		109	\$853.86	\$30,709,232
Snacks and Other Food at Home (10)		109	\$1,706.63	\$61,379,051
Food Away from Home		112	\$3,611.98	\$129,905,312
Alcoholic Beverages		114	\$653.11	\$23,489,311
Nonalcoholic Beverages at Home		109	\$477.97	\$17,190,273

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	101	\$1,764.80	\$63,471,130
Vehicle Loans	112	\$5,488.83	\$197,406,743
<b>Health</b>			
Nonprescription Drugs	105	\$108.00	\$3,884,183
Prescription Drugs	101	\$504.46	\$18,143,080
Eyeglasses and Contact Lenses	110	\$84.35	\$3,033,586
<b>Home</b>			
Mortgage Payment and Basics (11)	115	\$10,790.10	\$388,067,646
Maintenance and Remodeling Services	111	\$2,210.54	\$79,502,539
Maintenance and Remodeling Materials (12)	107	\$397.26	\$14,287,325
Utilities, Fuel, and Public Services	108	\$4,900.06	\$176,231,354
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	111	\$147.28	\$5,296,947
Furniture	113	\$678.33	\$24,396,394
Floor Coverings	110	\$82.55	\$2,968,787
Major Appliances (14)	108	\$327.01	\$11,761,092
Housewares (15)	99	\$85.23	\$3,065,128
Small Appliances	108	\$35.40	\$1,272,977
Luggage	114	\$10.56	\$379,790
Telephones and Accessories	78	\$33.26	\$1,196,264
<b>Household Operations</b>			
Child Care	122	\$563.30	\$20,259,057
Lawn and Garden (16)	107	\$446.43	\$16,055,922
Moving/Storage/Freight Express	110	\$66.83	\$2,403,438
Housekeeping Supplies (17)	109	\$764.99	\$27,512,854
<b>Insurance</b>			
Owners and Renters Insurance	109	\$503.90	\$18,122,885
Vehicle Insurance	110	\$1,285.34	\$46,227,480
Life/Other Insurance	108	\$449.73	\$16,174,413
Health Insurance	105	\$2,021.13	\$72,690,135
Personal Care Products (18)	112	\$446.56	\$16,060,693
School Books and Supplies (19)	114	\$121.89	\$4,383,836
Smoking Products	105	\$446.92	\$16,073,354
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	112	\$4,908.19	\$176,523,650
Gasoline and Motor Oil	110	\$3,141.28	\$112,976,620
Vehicle Maintenance and Repairs	111	\$1,042.00	\$37,475,723
<b>Travel</b>			
Airline Fares	115	\$526.86	\$18,948,639
Lodging on Trips	111	\$485.64	\$17,466,050
Auto/Truck/Van Rental on Trips	118	\$43.42	\$1,561,441
Food and Drink on Trips	111	\$482.80	\$17,363,881

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015	
Population		3,924	4,090	
Households		1,666	1,751	
Families		1,179	1,229	
Median Age		35.7	35.8	
Median Household Income		\$66,129	\$75,041	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	104	\$4.96		\$8,260
Gasoline	109	\$3,052.70		\$5,085,592
Motor Oil	106	\$12.62		\$21,031
Vehicle Parts/Equipment and Accessories	108	\$60.47		\$100,743
Tire Purchase/Replacement	110	\$158.92		\$264,757
Vehicle Audio/Video Equipment and Installation	111	\$7.85		\$13,085
Vehicle Cleaning Products and Services	111	\$9.03		\$15,046
Services				
Auto Repair Service Policy	113	\$18.56		\$30,918
Membership Fees for Automobile Service Clubs	107	\$23.48		\$39,124
Global Positioning Services	111	\$2.81		\$4,685
Vehicle Air Conditioning Repair	111	\$19.49		\$32,477
Vehicle Body Work and Painting	108	\$41.16		\$68,573
Vehicle Brake Work	110	\$87.23		\$145,323
Vehicle Clutch/Transmission Repair	109	\$50.00		\$83,305
Vehicle Cooling System Repair	109	\$31.76		\$52,915
Vehicle Drive Shaft and Rear-end Repair	113	\$9.73		\$16,211
Vehicle Electrical System Repair	109	\$37.56		\$62,572
Vehicle Exhaust System Repair	110	\$14.70		\$24,485
Vehicle Front End Alignment/Wheel Balance & Rotation	109	\$20.20		\$33,656
Lube/Oil Change and Oil Filters	110	\$98.62		\$164,302
Vehicle Motor Repair/Replacement	109	\$100.49		\$167,415
Vehicle Motor Tune-up	110	\$67.74		\$112,844
Vehicle Shock Absorber Replacement	111	\$7.43		\$12,380
Vehicle Steering/Front End Repair	110	\$30.60		\$50,974
Tire Repair and Other Repair Work	110	\$71.54		\$119,174

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015	
Population		39,685	42,362	
Households		16,238	17,408	
Families		10,951	11,639	
Median Age		34.4	34.6	
Median Household Income		\$64,953	\$73,258	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	105	\$4.99		\$81,023
Gasoline	107	\$2,989.73		\$48,546,739
Motor Oil	102	\$12.14		\$197,081
Vehicle Parts/Equipment and Accessories	105	\$58.57		\$951,117
Tire Purchase/Replacement	105	\$151.63		\$2,462,075
Vehicle Audio/Video Equipment and Installation	114	\$8.11		\$131,643
Vehicle Cleaning Products and Services	108	\$8.81		\$143,072
Services				
Auto Repair Service Policy	110	\$18.18		\$295,188
Membership Fees for Automobile Service Clubs	99	\$21.65		\$351,501
Global Positioning Services	100	\$2.54		\$41,275
Vehicle Air Conditioning Repair	109	\$19.22		\$312,108
Vehicle Body Work and Painting	104	\$39.68		\$644,363
Vehicle Brake Work	105	\$83.51		\$1,355,949
Vehicle Clutch/Transmission Repair	106	\$48.86		\$793,375
Vehicle Cooling System Repair	109	\$31.62		\$513,453
Vehicle Drive Shaft and Rear-end Repair	112	\$9.65		\$156,643
Vehicle Electrical System Repair	107	\$36.97		\$600,276
Vehicle Exhaust System Repair	106	\$14.19		\$230,377
Vehicle Front End Alignment/Wheel Balance & Rotation	104	\$19.33		\$313,951
Lube/Oil Change and Oil Filters	106	\$94.68		\$1,537,351
Vehicle Motor Repair/Replacement	109	\$99.75		\$1,619,727
Vehicle Motor Tune-up	110	\$67.81		\$1,101,053
Vehicle Shock Absorber Replacement	106	\$7.09		\$115,094
Vehicle Steering/Front End Repair	106	\$29.36		\$476,748
Tire Repair and Other Repair Work	106	\$68.81		\$1,117,381

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015	
Population		91,686	96,178	
Households		35,965	37,890	
Families		25,082	26,212	
Median Age		35.5	35.8	
Median Household Income		\$65,442	\$73,946	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	106	\$5.08		\$182,540
Gasoline	110	\$3,077.40		\$110,679,261
Motor Oil	105	\$12.40		\$446,049
Vehicle Parts/Equipment and Accessories	107	\$59.92		\$2,154,963
Tire Purchase/Replacement	109	\$157.39		\$5,660,566
Vehicle Audio/Video Equipment and Installation	116	\$8.25		\$296,836
Vehicle Cleaning Products and Services	112	\$9.13		\$328,516
Services				
Auto Repair Service Policy	114	\$18.85		\$678,082
Membership Fees for Automobile Service Clubs	105	\$23.05		\$828,963
Global Positioning Services	107	\$2.71		\$97,461
Vehicle Air Conditioning Repair	114	\$20.08		\$722,230
Vehicle Body Work and Painting	109	\$41.45		\$1,490,722
Vehicle Brake Work	110	\$87.54		\$3,148,302
Vehicle Clutch/Transmission Repair	109	\$50.34		\$1,810,660
Vehicle Cooling System Repair	113	\$32.71		\$1,176,372
Vehicle Drive Shaft and Rear-end Repair	114	\$9.88		\$355,220
Vehicle Electrical System Repair	111	\$38.29		\$1,377,099
Vehicle Exhaust System Repair	110	\$14.81		\$532,523
Vehicle Front End Alignment/Wheel Balance & Rotation	109	\$20.16		\$725,009
Lube/Oil Change and Oil Filters	109	\$97.96		\$3,523,067
Vehicle Motor Repair/Replacement	112	\$103.14		\$3,709,469
Vehicle Motor Tune-up	114	\$70.46		\$2,534,256
Vehicle Shock Absorber Replacement	111	\$7.40		\$266,093
Vehicle Steering/Front End Repair	110	\$30.49		\$1,096,541
Tire Repair and Other Repair Work	110	\$71.80		\$2,582,263

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Households		1,666	1,751
Families		1,179	1,229
Median Age		35.7	35.8
Median Household Income		\$66,129	\$75,041
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	109	\$6,437.54	\$10,724,505
Savings Accounts	109	\$14,384.58	\$23,963,759
U.S. Savings Bonds	111	\$457.87	\$762,778
Stocks, Bonds & Mutual Funds	111	\$43,297.67	\$72,131,042
<b>Annual Changes</b>			
Checking Accounts	124	\$323.13	\$538,319
Savings Accounts	107	\$416.28	\$693,492
U.S. Savings Bonds	126	\$3.00	\$5,005
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	106	\$1,037.36	\$1,728,177
Interest from Savings Accounts or Bonds	105	\$965.13	\$1,607,839
Retirement Plan Contributions	118	\$1,624.26	\$2,705,910
<b>Liabilities</b>			
Original Mortgage Amount	123	\$26,466.30	\$44,091,097
Vehicle Loan Amount 1	111	\$3,016.05	\$5,024,534
<b>Amount Paid: Interest</b>			
Home Mortgage	120	\$5,577.96	\$9,292,517
Lump Sum Home Equity Loan	115	\$149.73	\$249,435
New Car/Truck/Van Loan	112	\$234.60	\$390,821
Used Car/Truck/Van Loan	109	\$177.70	\$296,040
<b>Amount Paid: Principal</b>			
Home Mortgage	118	\$2,341.39	\$3,900,606
Lump Sum Home Equity Loan	113	\$188.74	\$314,425
New Car/Truck/Van Loan	113	\$1,258.89	\$2,097,227
Used Car/Truck/Van Loan	110	\$833.20	\$1,388,050
Checking Account and Banking Service Charges	109	\$30.22	\$50,348
Finance Charges, excluding Mortgage/Vehicle	111	\$272.98	\$454,774

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Households		16,238	17,408
Families		10,951	11,639
Median Age		34.4	34.6
Median Household Income		\$64,953	\$73,258
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	99	\$5,988.19	\$97,235,213
Savings Accounts	99	\$13,065.93	\$212,162,429
U.S. Savings Bonds	98	\$405.10	\$6,578,003
Stocks, Bonds & Mutual Funds	101	\$39,233.51	\$637,067,494
<b>Annual Changes</b>			
Checking Accounts	134	\$348.52	\$5,659,266
Savings Accounts	96	\$375.18	\$6,092,121
U.S. Savings Bonds	-76	\$-1.82	\$-29,491
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	96	\$948.12	\$15,395,363
Interest from Savings Accounts or Bonds	97	\$889.98	\$14,451,340
Retirement Plan Contributions	110	\$1,509.25	\$24,507,032
<b>Liabilities</b>			
Original Mortgage Amount	118	\$25,413.48	\$412,660,052
Vehicle Loan Amount 1	109	\$2,972.01	\$48,258,974
<b>Amount Paid: Interest</b>			
Home Mortgage	112	\$5,218.71	\$84,740,613
Lump Sum Home Equity Loan	104	\$135.07	\$2,193,250
New Car/Truck/Van Loan	109	\$227.94	\$3,701,194
Used Car/Truck/Van Loan	110	\$177.99	\$2,890,113
<b>Amount Paid: Principal</b>			
Home Mortgage	108	\$2,134.48	\$34,659,392
Lump Sum Home Equity Loan	101	\$168.28	\$2,732,528
New Car/Truck/Van Loan	109	\$1,209.20	\$19,634,804
Used Car/Truck/Van Loan	108	\$821.70	\$13,342,650
Checking Account and Banking Service Charges	112	\$31.01	\$503,476
Finance Charges, excluding Mortgage/Vehicle	109	\$268.09	\$4,353,147

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Households		35,965	37,890
Families		25,082	26,212
Median Age		35.5	35.8
Median Household Income		\$65,442	\$73,946
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	106	\$6,356.33	\$228,606,265
Savings Accounts	106	\$13,997.29	\$503,414,621
U.S. Savings Bonds	106	\$437.86	\$15,747,868
Stocks, Bonds & Mutual Funds	110	\$42,691.68	\$1,535,412,881
Annual Changes			
Checking Accounts	136	\$354.45	\$12,748,010
Savings Accounts	102	\$396.49	\$14,259,914
U.S. Savings Bonds	-6	\$-0.16	\$-5,576
Earnings			
Dividends, Royalties, Estates, Trusts	105	\$1,030.10	\$37,047,577
Interest from Savings Accounts or Bonds	105	\$960.16	\$34,532,393
Retirement Plan Contributions	116	\$1,595.91	\$57,397,145
Liabilities			
Original Mortgage Amount	123	\$26,505.57	\$953,276,777
Vehicle Loan Amount 1	112	\$3,034.57	\$109,138,752
Amount Paid: Interest			
Home Mortgage	119	\$5,521.23	\$198,571,884
Lump Sum Home Equity Loan	112	\$145.26	\$5,224,421
New Car/Truck/Van Loan	113	\$236.51	\$8,506,138
Used Car/Truck/Van Loan	111	\$179.69	\$6,462,755
Amount Paid: Principal			
Home Mortgage	115	\$2,281.77	\$82,064,208
Lump Sum Home Equity Loan	109	\$182.01	\$6,546,078
New Car/Truck/Van Loan	113	\$1,259.55	\$45,299,945
Used Car/Truck/Van Loan	110	\$833.19	\$29,965,649
Checking Account and Banking Service Charges	113	\$31.33	\$1,126,869
Finance Charges, excluding Mortgage/Vehicle	113	\$275.99	\$9,925,973

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**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

2010 Housing Summary		2010 Demographic Summary	
Housing Units	1,768	Population	3,924
2010-2015 Percent Change	6.87%	Households	1,666
Percent Occupied	94.3%	Families	1,179
Percent Owner HHs	70.7%	Median Age	35.7
Median Home Value	\$160,877	Median Household Income	\$66,129
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	117	\$13,760.01	\$22,923,261
Mortgage Interest	120	\$5,577.96	\$9,292,517
Mortgage Principal	118	\$2,341.39	\$3,900,606
Property Taxes	113	\$2,496.79	\$4,159,486
Homeowners Insurance	112	\$503.08	\$838,102
Ground Rent	101	\$73.73	\$122,829
Maintenance and Remodeling Services	114	\$2,256.95	\$3,759,935
Maintenance and Remodeling Materials	114	\$423.01	\$704,701
Property Management and Security	104	\$88.68	\$147,739
<b>Rented Dwellings</b>	92	\$3,165.88	\$5,274,151
Rent	92	\$2,994.59	\$4,988,793
Rent Received as Pay	84	\$77.14	\$128,503
Renters' Insurance	100	\$13.04	\$21,726
Maintenance and Repair Services	92	\$19.47	\$32,441
Maintenance and Repair Materials	116	\$61.64	\$102,687
<b>Owned Vacation Homes</b>	109	\$506.42	\$843,663
Mortgage Payment	112	\$229.45	\$382,246
Property Taxes	106	\$119.29	\$198,737
Homeowners Insurance	104	\$15.40	\$25,654
Maintenance and Remodeling	107	\$123.93	\$206,455
Property Management and Security	107	\$18.35	\$30,571
Housing While Attending School	115	\$93.48	\$155,740
<b>Household Operations</b>	110	\$1,737.21	\$2,894,084
Child Care	119	\$548.82	\$914,303
Care for Elderly or Handicapped	111	\$80.18	\$133,579
Appliance Rental and Repair	111	\$26.98	\$44,945
Computer Information Services	111	\$271.36	\$452,076
Home Security System Services	113	\$29.46	\$49,084
Non-Apparel Household Laundry/Dry Cleaning	14	\$5.33	\$8,876
Housekeeping Services	110	\$167.94	\$279,772
Lawn and Garden	110	\$459.14	\$764,904
Moving/Storage/Freight Express	105	\$63.82	\$106,326
PC Repair (Personal Use)	106	\$9.40	\$15,655
Reupholstering/Furniture Repair	109	\$8.63	\$14,369
Termite/Pest Control	109	\$26.63	\$44,366
Water Softening Services	104	\$5.82	\$9,694
Internet Services Away from Home	113	\$3.02	\$5,035
Voice Over IP Service	107	\$7.11	\$11,851
Other Home Services (1)	107	\$24.48	\$40,783

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546

Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	107	\$4,867.07	\$8,108,208
Bottled Gas	100	\$67.90	\$113,122
Electricity	106	\$1,802.56	\$3,002,952
Fuel Oil	95	\$106.34	\$177,154
Natural Gas	111	\$727.08	\$1,211,265
Telephone Services	107	\$1,547.57	\$2,578,146
Water and Other Public Services	111	\$605.29	\$1,008,371
Coal/Wood/Other Fuel	98	\$8.42	\$14,019
<b>Housekeeping Supplies</b>	108	\$760.86	\$1,267,539
Laundry and Cleaning Supplies	108	\$205.68	\$342,653
Postage and Stationery	108	\$221.36	\$368,765
Other HH Products (2)	109	\$333.37	\$555,378
<b>Household Textiles</b>	110	\$146.61	\$244,241
Bathroom Linens	110	\$19.47	\$32,433
Bedroom Linens	110	\$68.50	\$114,112
Kitchen and Dining Room Linens	109	\$3.37	\$5,615
Curtains and Draperies	109	\$31.54	\$52,545
Slipcovers, Decorative Pillows	111	\$4.76	\$7,933
Materials for Slipcovers/Curtains	111	\$17.00	\$28,316
Other Linens	108	\$1.88	\$3,137
<b>Furniture</b>	111	\$668.53	\$1,113,725
Mattresses and Box Springs	109	\$87.16	\$145,203
Other Bedroom Furniture	111	\$119.28	\$198,707
Sofas	110	\$166.84	\$277,937
Living Room Tables and Chairs	110	\$90.88	\$151,396
Kitchen, Dining Room Furniture	112	\$69.25	\$115,363
Infant Furniture	116	\$12.92	\$21,529
Outdoor Furniture	115	\$30.79	\$51,295
Wall Units, Cabinets, Other Furniture (3)	114	\$91.00	\$151,607
<b>Major Appliances</b>	111	\$335.75	\$559,345
Dishwashers and Disposals	113	\$31.00	\$51,646
Refrigerators and Freezers	110	\$90.14	\$150,174
Clothes Washers	113	\$56.35	\$93,869
Clothes Dryers	114	\$43.34	\$72,195
Cooking Stoves and Ovens	111	\$52.45	\$87,377
Microwave Ovens	107	\$13.60	\$22,660
Window Air Conditioners	96	\$6.76	\$11,263
Electric Floor Cleaning Equipment	109	\$24.47	\$40,765
Sewing Machines and Miscellaneous Appliances	108	\$17.46	\$29,081

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	112	\$83.84	\$139,679
Housewares	97	\$83.84	\$139,677
Small Appliances	108	\$35.51	\$59,164
Window Coverings	120	\$46.74	\$77,871
Lamps and Other Lighting Fixtures	112	\$26.43	\$44,024
Infant Equipment	31	\$6.29	\$10,476
Rental of Furniture	90	\$4.15	\$6,913
Laundry and Cleaning Equipment	108	\$24.19	\$40,292
Closet and Storage Items	22	\$5.58	\$9,291
Luggage	114	\$10.57	\$17,601
Clocks and Other Household Decoratives	32	\$64.84	\$108,024
Telephones and Accessories	76	\$32.22	\$53,681
Telephone Answering Devices	109	\$0.92	\$1,532
Grills and Outdoor Equipment	29	\$15.07	\$25,100
Power Tools	103	\$33.01	\$54,994
Hand Tools	109	\$11.25	\$18,747
Office Furniture/Equipment for Home Use	115	\$18.81	\$31,343
Computers and Hardware for Home Use	112	\$214.95	\$358,099
Software and Accessories for Home Use	112	\$31.96	\$53,243
Other Household Items (4)	109	\$112.71	\$187,768

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

2010 Housing Summary		2010 Demographic Summary	
Housing Units	17,603	Population	39,685
2010-2015 Percent Change	8.95%	Households	16,238
Percent Occupied	92.2%	Families	10,951
Percent Owner HHs	63.0%	Median Age	34.4
Median Home Value	\$156,668	Median Household Income	\$64,953
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	107	\$12,614.01	\$204,824,266
Mortgage Interest	112	\$5,218.71	\$84,740,613
Mortgage Principal	108	\$2,134.48	\$34,659,392
Property Taxes	101	\$2,237.58	\$36,333,394
Homeowners Insurance	102	\$456.82	\$7,417,727
Ground Rent	92	\$67.18	\$1,090,895
Maintenance and Remodeling Services	103	\$2,042.85	\$33,171,516
Maintenance and Remodeling Materials	100	\$372.47	\$6,048,176
Property Management and Security	98	\$83.72	\$1,359,509
<b>Rented Dwellings</b>	119	\$4,097.77	\$66,538,982
Rent	120	\$3,900.31	\$63,332,618
Rent Received as Pay	105	\$96.08	\$1,560,158
Renters' Insurance	119	\$15.57	\$252,798
Maintenance and Repair Services	105	\$22.21	\$360,647
Maintenance and Repair Materials	120	\$63.60	\$1,032,762
<b>Owned Vacation Homes</b>	100	\$467.23	\$7,586,821
Mortgage Payment	103	\$210.75	\$3,422,144
Property Taxes	95	\$106.60	\$1,731,029
Homeowners Insurance	93	\$13.75	\$223,335
Maintenance and Remodeling	103	\$119.36	\$1,938,200
Property Management and Security	98	\$16.76	\$272,112
Housing While Attending School	106	\$86.15	\$1,398,895
<b>Household Operations</b>	106	\$1,669.34	\$27,106,543
Child Care	119	\$551.74	\$8,959,113
Care for Elderly or Handicapped	100	\$72.06	\$1,170,136
Appliance Rental and Repair	103	\$25.06	\$406,984
Computer Information Services	109	\$266.05	\$4,320,134
Home Security System Services	108	\$28.19	\$457,810
Non-Apparel Household Laundry/Dry Cleaning	16	\$5.86	\$95,197
Housekeeping Services	103	\$157.75	\$2,561,596
Lawn and Garden	100	\$417.00	\$6,771,118
Moving/Storage/Freight Express	108	\$65.78	\$1,068,129
PC Repair (Personal Use)	102	\$8.99	\$145,995
Reupholstering/Furniture Repair	104	\$8.21	\$133,388
Termite/Pest Control	104	\$25.25	\$410,019
Water Softening Services	86	\$4.82	\$78,276
Internet Services Away from Home	114	\$3.03	\$49,262
Voice Over IP Service	105	\$6.98	\$113,396
Other Home Services (1)	98	\$22.44	\$364,412

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	104	\$4,709.27	\$76,468,348
Bottled Gas	74	\$50.14	\$814,245
Electricity	104	\$1,769.77	\$28,737,204
Fuel Oil	73	\$81.59	\$1,324,848
Natural Gas	104	\$677.29	\$10,997,745
Telephone Services	106	\$1,535.62	\$24,935,219
Water and Other Public Services	108	\$588.84	\$9,561,417
Coal/Wood/Other Fuel	72	\$6.22	\$100,957
<b>Housekeeping Supplies</b>	105	\$736.17	\$11,953,866
Laundry and Cleaning Supplies	107	\$203.35	\$3,301,941
Postage and Stationery	103	\$210.37	\$3,415,966
Other HH Products (2)	105	\$322.50	\$5,236,712
<b>Household Textiles</b>	106	\$141.45	\$2,296,912
Bathroom Linens	110	\$19.60	\$318,294
Bedroom Linens	109	\$67.36	\$1,093,829
Kitchen and Dining Room Linens	107	\$3.30	\$53,580
Curtains and Draperies	102	\$29.46	\$478,286
Slipcovers, Decorative Pillows	110	\$4.71	\$76,420
Materials for Slipcovers/Curtains	99	\$15.15	\$246,064
Other Linens	108	\$1.88	\$30,588
<b>Furniture</b>	108	\$651.44	\$10,577,945
Mattresses and Box Springs	107	\$85.20	\$1,383,419
Other Bedroom Furniture	112	\$120.57	\$1,957,776
Sofas	108	\$164.39	\$2,669,304
Living Room Tables and Chairs	105	\$86.69	\$1,407,616
Kitchen, Dining Room Furniture	108	\$66.86	\$1,085,640
Infant Furniture	115	\$12.86	\$208,889
Outdoor Furniture	104	\$27.71	\$449,883
Wall Units, Cabinets, Other Furniture (3)	110	\$87.21	\$1,416,098
<b>Major Appliances</b>	102	\$310.82	\$5,047,044
Dishwashers and Disposals	101	\$27.66	\$449,086
Refrigerators and Freezers	103	\$84.44	\$1,371,139
Clothes Washers	106	\$52.84	\$858,068
Clothes Dryers	106	\$40.58	\$658,896
Cooking Stoves and Ovens	101	\$47.76	\$775,462
Microwave Ovens	105	\$13.36	\$216,983
Window Air Conditioners	90	\$6.30	\$102,268
Electric Floor Cleaning Equipment	100	\$22.51	\$365,533
Sewing Machines and Miscellaneous Appliances	95	\$15.39	\$249,960

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	103	\$76.98	\$1,249,987
Housewares	96	\$82.68	\$1,342,606
Small Appliances	104	\$34.03	\$552,518
Window Coverings	113	\$43.96	\$713,740
Lamps and Other Lighting Fixtures	106	\$24.99	\$405,785
Infant Equipment	33	\$6.64	\$107,862
Rental of Furniture	107	\$4.95	\$80,316
Laundry and Cleaning Equipment	105	\$23.39	\$379,745
Closet and Storage Items	22	\$5.45	\$88,471
Luggage	109	\$10.09	\$163,842
Clocks and Other Household Decoratives	30	\$62.45	\$1,014,108
Telephones and Accessories	77	\$32.80	\$532,623
Telephone Answering Devices	104	\$0.87	\$14,127
Grills and Outdoor Equipment	27	\$14.04	\$227,911
Power Tools	97	\$31.03	\$503,783
Hand Tools	107	\$11.01	\$178,726
Office Furniture/Equipment for Home Use	111	\$18.15	\$294,721
Computers and Hardware for Home Use	110	\$211.64	\$3,436,591
Software and Accessories for Home Use	112	\$31.80	\$516,375
Other Household Items (4)	103	\$106.72	\$1,732,963

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

2010 Housing Summary		2010 Demographic Summary	
Housing Units	38,737	Population	91,686
2010-2015 Percent Change	6.75%	Households	35,965
Percent Occupied	92.8%	Families	25,082
Percent Owner HHS	66.6%	Median Age	35.5
Median Home Value	\$152,257	Median Household Income	\$65,442
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		114	\$13,489.65
Mortgage Interest	119	\$5,521.23	\$198,571,884
Mortgage Principal	115	\$2,281.77	\$82,064,208
Property Taxes	110	\$2,426.80	\$87,280,123
Homeowners Insurance	109	\$489.04	\$17,588,391
Ground Rent	98	\$71.57	\$2,574,086
Maintenance and Remodeling Services	111	\$2,210.54	\$79,502,539
Maintenance and Remodeling Materials	107	\$397.25	\$14,287,325
Property Management and Security	107	\$91.37	\$3,286,311
<b>Rented Dwellings</b>		111	\$3,825.69
Rent	112	\$3,637.66	\$130,829,083
Rent Received as Pay	98	\$90.23	\$3,245,060
Renters' Insurance	114	\$14.88	\$535,056
Maintenance and Repair Services	102	\$21.51	\$773,581
Maintenance and Repair Materials	116	\$61.41	\$2,208,608
<b>Owned Vacation Homes</b>		110	\$510.31
Mortgage Payment	112	\$229.29	\$8,246,480
Property Taxes	105	\$118.15	\$4,249,155
Homeowners Insurance	103	\$15.31	\$550,543
Maintenance and Remodeling	111	\$129.15	\$4,644,956
Property Management and Security	108	\$18.42	\$662,408
Housing While Attending School	114	\$92.55	\$3,328,517
<b>Household Operations</b>		111	\$1,745.52
Child Care	122	\$563.30	\$20,259,057
Care for Elderly or Handicapped	108	\$77.63	\$2,791,869
Appliance Rental and Repair	109	\$26.61	\$957,179
Computer Information Services	113	\$274.59	\$9,875,533
Home Security System Services	115	\$30.08	\$1,081,914
Non-Apparel Household Laundry/Dry Cleaning	15	\$5.82	\$209,453
Housekeeping Services	111	\$169.35	\$6,090,652
Lawn and Garden	107	\$446.43	\$16,055,922
Moving/Storage/Freight Express	110	\$66.83	\$2,403,438
PC Repair (Personal Use)	106	\$9.34	\$336,019
Reupholstering/Furniture Repair	111	\$8.82	\$317,378
Termite/Pest Control	110	\$26.85	\$965,818
Water Softening Services	91	\$5.08	\$182,799
Internet Services Away from Home	117	\$3.12	\$112,156
Voice Over IP Service	110	\$7.30	\$262,694
Other Home Services (1)	106	\$24.32	\$874,499

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	108	\$4,900.06	\$176,231,354
Bottled Gas	80	\$53.84	\$1,936,315
Electricity	108	\$1,834.66	\$65,983,840
Fuel Oil	84	\$94.08	\$3,383,766
Natural Gas	110	\$716.24	\$25,759,578
Telephone Services	109	\$1,579.57	\$56,809,373
Water and Other Public Services	112	\$615.17	\$22,124,667
Coal/Wood/Other Fuel	77	\$6.61	\$237,669
<b>Housekeeping Supplies</b>	109	\$764.99	\$27,512,854
Laundry and Cleaning Supplies	110	\$209.62	\$7,538,924
Postage and Stationery	108	\$220.00	\$7,912,156
Other HH Products (2)	109	\$335.40	\$12,062,660
<b>Household Textiles</b>	111	\$147.28	\$5,296,947
Bathroom Linens	113	\$20.10	\$722,771
Bedroom Linens	112	\$69.58	\$2,502,335
Kitchen and Dining Room Linens	111	\$3.44	\$123,886
Curtains and Draperies	108	\$31.29	\$1,125,293
Slipcovers, Decorative Pillows	114	\$4.87	\$175,270
Materials for Slipcovers/Curtains	105	\$16.04	\$576,929
Other Linens	112	\$1.96	\$70,620
<b>Furniture</b>	113	\$678.33	\$24,396,394
Mattresses and Box Springs	111	\$88.20	\$3,172,072
Other Bedroom Furniture	115	\$123.80	\$4,452,344
Sofas	113	\$170.75	\$6,140,885
Living Room Tables and Chairs	110	\$91.19	\$3,279,665
Kitchen, Dining Room Furniture	113	\$70.02	\$2,518,101
Infant Furniture	118	\$13.11	\$471,631
Outdoor Furniture	112	\$29.96	\$1,077,415
Wall Units, Cabinets, Other Furniture (3)	115	\$91.34	\$3,284,972
<b>Major Appliances</b>	108	\$327.01	\$11,761,092
Dishwashers and Disposals	108	\$29.49	\$1,060,639
Refrigerators and Freezers	108	\$88.79	\$3,193,406
Clothes Washers	110	\$55.18	\$1,984,694
Clothes Dryers	111	\$42.29	\$1,521,090
Cooking Stoves and Ovens	108	\$50.88	\$1,830,057
Microwave Ovens	109	\$13.90	\$499,785
Window Air Conditioners	93	\$6.52	\$234,622
Electric Floor Cleaning Equipment	104	\$23.41	\$841,953
Sewing Machines and Miscellaneous Appliances	103	\$16.55	\$595,215

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0546  
Longitude: -84.25645

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	110	\$82.55	\$2,968,787
Housewares	99	\$85.22	\$3,065,128
Small Appliances	108	\$35.39	\$1,272,977
Window Coverings	119	\$46.19	\$1,661,146
Lamps and Other Lighting Fixtures	112	\$26.41	\$949,671
Infant Equipment	33	\$6.61	\$237,566
Rental of Furniture	103	\$4.78	\$171,861
Laundry and Cleaning Equipment	109	\$24.24	\$871,961
Closet and Storage Items	22	\$5.64	\$202,815
Luggage	114	\$10.56	\$379,790
Clocks and Other Household Decoratives	32	\$65.62	\$2,359,974
Telephones and Accessories	78	\$33.26	\$1,196,264
Telephone Answering Devices	108	\$0.91	\$32,626
Grills and Outdoor Equipment	28	\$15.03	\$540,639
Power Tools	101	\$32.20	\$1,157,967
Hand Tools	109	\$11.28	\$405,628
Office Furniture/Equipment for Home Use	116	\$18.97	\$682,431
Computers and Hardware for Home Use	114	\$217.65	\$7,827,775
Software and Accessories for Home Use	115	\$32.65	\$1,174,388
Other Household Items (4)	108	\$111.63	\$4,014,750

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Households		1,666	1,751
Families		1,179	1,229
Median Household Income		\$66,129	\$75,041
Males per 100 Females		97.5	97.0
<b>Population By Age</b>			
Population <5 Years		7.7%	7.5%
Population 5-17 Years		18.9%	19.2%
Population 65+ Years		10.2%	11.3%
Median Age		35.7	35.8
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	107	\$3,981.03	\$6,632,124
<b>Medical Care</b>	107	\$1,919.71	\$3,198,104
Physician Services	110	\$249.99	\$416,469
Dental Services	109	\$353.18	\$588,370
Eyecare Services	111	\$55.62	\$92,658
Lab Tests, X-Rays	111	\$60.94	\$101,523
Hospital Room and Hospital Services	111	\$152.74	\$254,450
Convalescent or Nursing Home Care	93	\$21.41	\$35,670
Other Medical services (1)	112	\$124.98	\$208,208
Nonprescription Drugs	106	\$109.11	\$181,777
Prescription Drugs	104	\$517.71	\$862,477
Nonprescription Vitamins	105	\$59.64	\$99,353
Medicare Prescription Drug Premium	93	\$46.29	\$77,116
Eyeglasses and Contact Lenses	111	\$85.44	\$142,337
Hearing Aids	92	\$20.12	\$33,511
Medical Equipment for General Use	112	\$7.08	\$11,800
Other Medical Supplies (2)	109	\$55.85	\$93,040
<b>Health Insurance</b>	107	\$2,060.23	\$3,432,209
Blue Cross/Blue Shield	110	\$614.74	\$1,024,116
Commercial Health Insurance	115	\$430.27	\$716,805
Health Maintenance Organization	110	\$367.56	\$612,335
Medicare Payments	94	\$388.94	\$647,944
Long Term Care Insurance	103	\$86.37	\$143,893
Other Health Insurance (3)	101	\$171.20	\$285,203

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Households		16,238	17,408
Families		10,951	11,639
Median Household Income		\$64,953	\$73,258
Males per 100 Females		95.5	95.1
Population By Age			
Population <5 Years		8.1%	8.1%
Population 5-17 Years		17.7%	17.9%
Population 65+ Years		9.8%	11.0%
Median Age		34.4	34.6
		Spending Potential Index	Average Amount Spent
			Total
<b>Health Care</b>		100	\$3,720.56
<b>Medical Care</b>		100	\$1,799.03
Physician Services	105	\$238.32	\$3,869,743
Dental Services	101	\$328.65	\$5,336,489
Eyecare Services	105	\$52.48	\$852,200
Lab Tests, X-Rays	104	\$57.18	\$928,471
Hospital Room and Hospital Services	109	\$148.81	\$2,416,358
Convalescent or Nursing Home Care	88	\$20.41	\$331,352
Other Medical services (1)	103	\$114.86	\$1,864,994
Nonprescription Drugs	101	\$103.87	\$1,686,629
Prescription Drugs	96	\$478.30	\$7,766,492
Nonprescription Vitamins	101	\$57.11	\$927,341
Medicare Prescription Drug Premium	84	\$41.71	\$677,286
Eyeglasses and Contact Lenses	104	\$80.21	\$1,302,454
Hearing Aids	80	\$17.39	\$282,314
Medical Equipment for General Use	110	\$6.97	\$113,197
Other Medical Supplies (2)	103	\$52.73	\$856,276
<b>Health Insurance</b>		99	\$1,921.65
Blue Cross/Blue Shield	102	\$572.00	\$9,287,998
Commercial Health Insurance	110	\$410.34	\$6,663,083
Health Maintenance Organization	107	\$355.90	\$5,779,034
Medicare Payments	85	\$353.09	\$5,733,376
Long Term Care Insurance	94	\$78.73	\$1,278,410
Other Health Insurance (3)	90	\$151.72	\$2,463,650

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



# Medical Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Households		35,965	37,890
Families		25,082	26,212
Median Household Income		\$65,442	\$73,946
Males per 100 Females		94.2	93.9
Population By Age			
Population <5 Years		7.8%	7.7%
Population 5-17 Years		18.3%	18.3%
Population 65+ Years		10.7%	12.0%
Median Age		35.5	35.8
		Spending Potential Index	Average Amount Spent
			Total
<b>Health Care</b>		105	\$3,909.62
			\$140,610,075
<b>Medical Care</b>		105	\$1,888.55
			\$67,922,127
Physician Services		109	\$247.95
Dental Services		107	\$348.23
Eyecare Services		109	\$54.67
Lab Tests, X-Rays		108	\$59.39
Hospital Room and Hospital Services		112	\$152.95
Convalescent or Nursing Home Care		96	\$22.12
Other Medical services (1)		108	\$120.76
Nonprescription Drugs		105	\$108.00
Prescription Drugs		101	\$504.46
Nonprescription Vitamins		106	\$59.89
Medicare Prescription Drug Premium		89	\$44.45
Eyeglasses and Contact Lenses		110	\$84.35
Hearing Aids		87	\$18.92
Medical Equipment for General Use		115	\$7.24
Other Medical Supplies (2)		108	\$55.14
<b>Health Insurance</b>		105	\$2,021.13
			\$72,690,135
Blue Cross/Blue Shield		107	\$602.11
Commercial Health Insurance		114	\$426.31
Health Maintenance Organization		111	\$370.22
Medicare Payments		91	\$377.50
Long Term Care Insurance		101	\$84.80
Other Health Insurance (3)		95	\$160.26

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		3,924	4,090
Households		1,666	1,751
Families		1,179	1,229
Median Age		35.7	35.8
Median Household Income		\$66,129	\$75,041
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	114	\$705.57	\$1,175,440
Admission to Movies, Theater, Opera, Ballet	112	\$169.91	\$283,061
Admission to Sporting Events, excl.Trips	117	\$69.72	\$116,152
Fees for Participant Sports, excl.Trips	114	\$121.54	\$202,482
Fees for Recreational Lessons	118	\$160.65	\$267,632
Membership Fees for Social/Recreation/Civic Clubs	112	\$182.96	\$304,801
Dating Services	102	\$0.79	\$1,310
Rental of Video Cassettes and DVDs	114	\$46.88	\$78,100
<b>Toys &amp; Games</b>	112	\$162.94	\$271,450
Toys and Playground Equipment	112	\$158.25	\$263,630
Play Arcade Pinball/Video Games	108	\$2.04	\$3,393
Online Entertainment and Games	110	\$2.56	\$4,268
<b>Recreational Vehicles and Fees</b>	109	\$351.23	\$585,126
Docking and Landing Fees for Boats and Planes	112	\$7.94	\$13,229
Camp Fees	117	\$33.80	\$56,315
Purchase of RVs or Boats	108	\$299.69	\$499,257
Rental of RVs or Boats	112	\$9.61	\$16,005
<b>Sports, Recreation and Exercise Equipment</b>	90	\$163.60	\$272,540
Exercise Equipment and Gear, Game Tables	95	\$77.79	\$129,595
Bicycles	114	\$22.47	\$37,428
Camping Equipment	48	\$7.01	\$11,677
Hunting and Fishing Equipment	68	\$26.23	\$43,702
Winter Sports Equipment	112	\$7.20	\$12,002
Water Sports Equipment	107	\$7.17	\$11,937
Other Sports Equipment	116	\$10.99	\$18,316
Rental/Repair of Sports/Recreation/Exercise Equipment	116	\$4.64	\$7,725
<b>Photographic Equipment and Supplies</b>	114	\$117.78	\$196,215
Film	107	\$7.87	\$13,116
Film Processing	113	\$25.28	\$42,115
Photographic Equipment	115	\$49.03	\$81,679
Photographer Fees/Other Supplies & Equip Rental/Repair	115	\$35.54	\$59,212
<b>Reading</b>	109	\$169.57	\$282,494
Magazine/Newspaper Subscriptions	108	\$68.75	\$114,539
Magazine/Newspaper Single Copies	106	\$20.31	\$33,840
Books	111	\$80.40	\$133,947

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		39,685	42,362
Households		16,238	17,408
Families		10,951	11,639
Median Age		34.4	34.6
Median Household Income		\$64,953	\$73,258
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	109	\$675.72	\$10,972,298
Admission to Movies, Theater, Opera, Ballet	111	\$168.55	\$2,736,871
Admission to Sporting Events, excl.Trips	112	\$66.58	\$1,081,103
Fees for Participant Sports, excl.Trips	109	\$116.18	\$1,886,547
Fees for Recreational Lessons	109	\$149.33	\$2,424,843
Membership Fees for Social/Recreation/Civic Clubs	106	\$174.25	\$2,829,459
Dating Services	108	\$0.83	\$13,475
Rental of Video Cassettes and DVDs	115	\$47.39	\$769,432
<b>Toys &amp; Games</b>	110	\$159.42	\$2,588,582
Toys and Playground Equipment	110	\$154.81	\$2,513,708
Play Arcade Pinball/Video Games	104	\$1.96	\$31,861
Online Entertainment and Games	115	\$2.66	\$43,172
<b>Recreational Vehicles and Fees</b>	96	\$310.30	\$5,038,653
Docking and Landing Fees for Boats and Planes	102	\$7.24	\$117,487
Camp Fees	102	\$29.48	\$478,721
Purchase of RVs or Boats	95	\$264.32	\$4,292,018
Rental of RVs or Boats	108	\$9.29	\$150,809
<b>Sports, Recreation and Exercise Equipment</b>	85	\$154.85	\$2,514,383
Exercise Equipment and Gear, Game Tables	91	\$74.61	\$1,211,495
Bicycles	113	\$22.43	\$364,175
Camping Equipment	47	\$6.78	\$110,099
Hunting and Fishing Equipment	61	\$23.47	\$381,155
Winter Sports Equipment	103	\$6.63	\$107,658
Water Sports Equipment	94	\$6.25	\$101,435
Other Sports Equipment	109	\$10.28	\$166,861
Rental/Repair of Sports/Recreation/Exercise Equipment	110	\$4.41	\$71,674
<b>Photographic Equipment and Supplies</b>	109	\$113.33	\$1,840,314
Film	100	\$7.41	\$120,249
Film Processing	105	\$23.58	\$382,809
Photographic Equipment	113	\$48.42	\$786,298
Photographer Fees/Other Supplies & Equip Rental/Repair	110	\$33.94	\$551,052
<b>Reading</b>	103	\$159.65	\$2,592,323
Magazine/Newspaper Subscriptions	99	\$62.62	\$1,016,804
Magazine/Newspaper Single Copies	100	\$19.24	\$312,439
Books	108	\$77.80	\$1,263,249

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

Withamsville Area  
1112 W Ohio Pike, , OH, 45102  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0546  
Longitude: -84.25645

Demographic Summary		2010	2015
Population		91,686	96,178
Households		35,965	37,890
Families		25,082	26,212
Median Age		35.5	35.8
Median Household Income		\$65,442	\$73,946
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	115	\$711.86	\$25,602,264
Admission to Movies, Theater, Opera, Ballet	115	\$174.48	\$6,275,133
Admission to Sporting Events, excl.Trips	118	\$69.96	\$2,516,256
Fees for Participant Sports, excl.Trips	115	\$122.17	\$4,393,898
Fees for Recreational Lessons	117	\$159.56	\$5,738,575
Membership Fees for Social/Recreation/Civic Clubs	113	\$184.86	\$6,648,414
Dating Services	108	\$0.83	\$29,989
Rental of Video Cassettes and DVDs	116	\$47.92	\$1,723,410
<b>Toys &amp; Games</b>	113	\$163.94	\$5,896,062
Toys and Playground Equipment	113	\$159.23	\$5,726,699
Play Arcade Pinball/Video Games	107	\$2.03	\$73,069
Online Entertainment and Games	116	\$2.68	\$96,487
<b>Recreational Vehicles and Fees</b>	102	\$328.69	\$11,821,545
Docking and Landing Fees for Boats and Planes	111	\$7.87	\$283,099
Camp Fees	112	\$32.30	\$1,161,813
Purchase of RVs or Boats	100	\$278.82	\$10,027,973
Rental of RVs or Boats	113	\$9.70	\$348,991
<b>Sports, Recreation and Exercise Equipment</b>	89	\$160.75	\$5,781,578
Exercise Equipment and Gear, Game Tables	95	\$77.54	\$2,788,836
Bicycles	117	\$23.09	\$830,570
Camping Equipment	48	\$6.90	\$248,296
Hunting and Fishing Equipment	64	\$24.47	\$880,023
Winter Sports Equipment	106	\$6.87	\$247,088
Water Sports Equipment	100	\$6.67	\$239,819
Other Sports Equipment	112	\$10.65	\$383,138
Rental/Repair of Sports/Recreation/Exercise Equipment	114	\$4.56	\$163,987
<b>Photographic Equipment and Supplies</b>	113	\$117.47	\$4,224,713
Film	105	\$7.73	\$277,873
Film Processing	109	\$24.54	\$882,432
Photographic Equipment	116	\$49.77	\$1,790,021
Photographer Fees/Other Supplies & Equip Rental/Repair	115	\$35.44	\$1,274,488
<b>Reading</b>	108	\$167.81	\$6,035,252
Magazine/Newspaper Subscriptions	106	\$66.92	\$2,406,752
Magazine/Newspaper Single Copies	104	\$20.00	\$719,222
Books	112	\$80.90	\$2,909,458

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst